

LUXURY  ACADEMY

LONDON

BRITISH BUTLER

TRAINING

3 Day Introduction to Butler Service
for Hotels



THE BRITISH BUTLER

For centuries the British have been renowned for their faultless manners and impeccable politeness alongside the ability to provide luxury service that is unsurpassed. Nowhere is this more apparent than in the service provided by the British Butler.

All over the world social niceties are falling by the wayside, but the refined art of the private butler has never been more in demand, and a British trained butler is one of the most sought after symbols of luxury and wealth.





The affluent and well travelled guests who stay in luxury hotels want the staff who serve them to not only understand their lifestyle but to know how to act with charm and elegance. A British trained butler will exceed expectations and create unforgettable guest experiences for your clients. As a luxury hotel you have already mastered the surroundings, you know how to wrap your guests in a cocoon that is welcoming, elegant and chic.

By providing British trained butlers, you will elevate service to an art form.



Butler Behaviour and Decorum

A butler is conscious that they are always on stage. A British butler knows how to act, speak and react to any number of different situations with ease and charm.

The first day of training covers the essential elements of what it means to be a butler and how a professional butler should present themselves and act when in any public or guest area.

This module will cover the following topics:

1. Meeting, Greeting & Introductions
2. First Impressions and Acting Appropriately
3. Grooming & Appearance
4. Body Language & Non-verbal communication
5. Speech, Diction and Elocution

Butler Communication

Most challenges experienced by guests can be traced to failed communication of one sort or another. This makes a workable and easy-to-use communication system a vital part of any butler department. Our ability to relay accurate information verbally has long been known to be faulty. Ensuring that a sound and effective communication system is in place is vital to the butler departments success. In Butler Communication we look at the most effective systems in use around the world.

This module will cover the following topics:

1. The Red Book System
2. Pre-arrival Systems
3. Developing Guest History/Profiles
4. Butler Noticeboard
5. Butler Riders
6. Butler Handovers and Log Systems



DAY TWO CONTINUED..

The Butler and their Guests

Looking after and taking care of their guests are what British trained butlers are renowned for all over the world. This is why British trained butlers are so in demand. The concept is simple: treat guests as the most important people in the world.

The butlers role in ensuring the comfort of their guests starts well before the guest arrives at the hotel. It usually starts as soon as the reservation is made. Affluent and VIP guests generally have very individual needs and being prepared prior to their arrival will make their stay seamless.

This module will cover the following topics:

1. Pre-arrival Introduction
2. Day of arrival checklists
3. The butler welcome
4. Customising the guest stay
5. Creating personal touches
6. Wow factor guest experiences
7. Anticipating guest needs
8. Dealing with very demanding guests





The Butler as Valet

When we speak of a valet, we are referring to the staff member who looks after the personal affairs of the guest, not the person who parks the cars!

In the 19th century, the personal valet usually took care of his master's clothing; helped with his personal appearance, including matters of hygiene and dressing; he sometimes even cooked and served the meals. In today's modern luxury hotel, the butler will carry out the valet duties for their guests.

This module will cover the following topics:

1. Packing and unpacking a suitcase
2. Hanging and storing garments
3. Brushing and caring for clothes
4. Polishing shoes
5. Drawing baths and readying a bathroom
6. Laying out clothes

The Butler as Diplomat and Etiquette Expert

DAY THREE CONTINUED...

As a butler, it should never be forgotten that you are working within your guests personal living space. As such, it is important that the butler be discreet, diplomatic and understand how to behave in an exemplary manner at all times.

Butlers can be confronted with challenging and difficult situations and it is the smoothness with which he resolves them that is a hallmark of the British butler. A butler is never confrontational, opinionated or judgmental, rather preferring to put all parties as much at ease as the situation will allow.

This module will cover the following topics:

1. Dealing with delicate situations
2. Dealing with unusual or inappropriate requests
3. How to behave when guests are arguing or fighting
4. Understanding different cultures and their approach
5. Resolving awkward situations
6. Dealing with exceptionally difficult guests



LUXURY ACADEMY ARE DELIGHTED TO HAVE BEEN FEATURED IN THE PRESS ON A NUMBER OF OCCASSIONS.



Testimonial



I thought it was going to be stuffy and formal but it was a lot of fun with lots to learn.

I was also worried about being the only girl on the training but it wasn't any problem, the guys made me really welcome.



Actually the workshop gave me more confidence and will help me do my job much better.

ADVANTAGES FOR HOTELS

HIGHER BEDROOM RATES

Implementing a British trained butler service for your high value bedrooms or suites allows hotels to charge a premium rate for these services.

ENHANCED GUEST EXPERIENCES

Affluent and VIP guests will appreciate being looked after and taken care of by a professional dedicated to their needs, thereby increasing guest experience and loyalty.

ENGAGED AND WELL TRAINED STAFF

Butlers who have been trained to understand their role better and who have been given the skills to deal with every situation which arises have increased engagement and company loyalty.



Testimonial



The trainer was so cool. I loved the way he explained everything using stories.



First class workshop, very enjoyable and informative. Certainly there are a number of things myself and my team will be able to put into action straight away.