


# BOYNE BASICS

<p><b>Mission &amp; Core Purpose</b></p> <ul style="list-style-type: none"> <li>• Create memorable experiences for our guests/customers</li> <li>- Find ways to delight our guests in ways that you create lasting memories</li> <li>- Develop &amp; nurture themes for our resorts that create a unique sense of place appropriate for the location &amp; historical context.</li> </ul>	<p><b>Boyne's Long Term Goal</b></p> <p><i>Become The Best 4 Season Resort Company In The World By 2015!</i></p>	 <p>BOYNE USA RESORTS</p> <p><b>BOYNE BASICS</b></p> <p>Experience the Lifestyle</p>
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<b>WEEK 1 Core Values</b>	Develop <b>GREAT PEOPLE</b>	Have <b>PASSION</b> for our customers and products	Be <b>INNOVATIVE</b> & exemplify a "CAN DO" Attitude	Think <b>LONG TERM</b>	Excellence in <b>EXECUTION</b>
<b>WEEK 2 Top Ten Service Values</b>	<b>Hospitality Bubble</b> 15/5 Rule, acknowledge all guests, speak first, eye contact, smile	<b>Three Steps of Service</b> Warm Welcome Magic Moment Fond Farewell	<b>Answer the Phone Within Three Rings</b> with appropriate greeting, department and your name	<b>Take Ownership</b> in requests, complaints, feedback and follow up.	<b>Always Use a Person's Name</b> (guests or Team Members) at every opportunity
<b>WEEK 3 Top Ten Service Values</b>	<b>Be Clean, Neat, Safe</b> Everyone picks up trash; reports and helps to correct safety issues	<b>Lead By Example</b> Become a mentor or role model	<b>Be OPEN, HONEST, TIMELY</b> in communicating with others	<b>Anticipate</b> guest needs and expectations whenever possible and try to EXCEED them.	<b>Proudly Represent Team Boyne</b> at work, at home, and in the community
<b>WEEK 4 Personalized Service</b>	<b>Make Great First Impressions</b> By delivering a great presentation of myself and my area	<b>I Thank Every Guest</b> By saying with a smile: "Thank you for choosing us..."	<b>I Practice Teamwork</b> every day with courtesy and respect by helping my fellow Team Members without being asked.	<b>I Learn More</b> By giving guests the information they need through my continuous efforts to learn more about our company, products and community.	<b>I Deliver Individual Service</b> In every interaction, I deliver individual service by giving my full attention to the guest/customer.