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The VIP Principle: Discover How Guest Experiences Drive Long Term Growth

Michelle Pascoe, Dave Staughton

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WOW Your VIP Guests And Boost Your Business

Whether you run a casino, resort, club, hotel, restaurant or conference centre, it has never been harder to compete for your guests' dollar. How can your business cater to all of its highest-paying guests if they are from different generations and cultures, each with their own languages and high expectations?
The VIP Principle is your answer. Inside, you will learn the best strategies that business veterans Michelle Pascoe and David Staughton have collected over a combined 50 years to help you continuously improve your guest experience.
Inside, you will discover easy-to-implement ways to:
• Measure guest satisfaction to find your strengths and weaknesses
• Gather competitor intelligence
• Create a workplace of high-quality values and ethics
• Develop team-oriented leaders that impress your guests
• Satisfy current VIP guests and identify future ones
• Prioritise improvements based on your guests' needs
• Use entertainment, dining and décor to fill your venue all year long
The VIP Principle is a sure bet to keep your best guests coming back?and bringing their friends.

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