

## Multi-guesting *During 2024 Holiday with Penelope Lehman*

Why/ When: We are short-staffed because of call outs, in the middle of hiring, our hires are new and need more time to focus on each guest interaction, or we are fully staffed and just busy!

### Basic Structure:

- Keep good eye contact/ clear and consistent communication: The MOST important habit to build!
- How to step away: WHY are you stepping away, HOW long will you be gone, WHAT is the homework, & WHAT do they get.

EX: “I need to check in with these guests who just walked in and get them some tea. While I am away, I want you to choose 1 of these 7 symbols for your aroma therapy. I'll be about 2 minutes and when I get back I will treat you to your scalp massage.”

- Homework: This keeps your guest engaged in the service and the brand when you are unable to. It also buys you time so you are still able to provide service to every guest.
  - Tea
  - Self- Lead Product Experience (think: Choosing a chakra, Scalp massage, finishing product)
  - Consultation tool
  - Concierge
  - A+ redemption choice
- Guest Type: Knowing what type of guest you are helping will determine how to engage them into service and what type of homework to give them at the beginning of the interaction.
  - Browsing: longer more experiential homework
  - Elite Guest: consultation tool
  - In a hurry guest: Still engage with this guest!
- When to step away: In between the quadrants of the service cycle. (homework will fit into what ever part of the service cycle you are in)
- 2 Types of multi-guesting:
  - Alone:
    - Party Host!
    - High energy!
    - Stay calm 😊 \*you are the eye of the hurricane\*
  - With your team:

- Communicate with your guest AND your team: HULU = Heads Up, Look Up
  - When handing off share what you have already talked about.
  - Make sure all service happens on the sales floor (not at the cashwrap) i.e.: Concierge, A+ enrollment & redemption
- Zoning: Greeter/ Service providers/ Ringers
  - Build this into your check in
  - How many guests need to be in the store in order to zone
  - What are the responsibilities of the team when their zone has no guests
  - Only 1 register!