

FUNDAMENTALS

SuperHost is about focusing on the needs of your visitors and customers. The skills and techniques you will learn are the fundamentals of service professionals.

SuperHost fundamental objectives are:

- Demonstrate an understanding of the importance of providing excellent customer service.
- Describe the communication process, and the skills required to make your communication effective.
- Demonstrate how to listen to your customers in a way that shows you care about them and their needs.
- Describe the value to tourism to Ontario and to your community.
- Explain the five key SuperHost commitments that assist you to "go the extra mile".

Our attitude toward our visitors - whether they are from around the world, across the province or across the street - is a key element of service which forms a lasting memory of their visit.

Courtesy, friendliness and professionalism are essential ingredients of successful service operations. SuperHost encourages us to take pride in ourselves, in what we do, and where we live.

SUPERHOST FOR BUSINESSES

Improve your organizations' ability to attract, retain and develop high performers!

Organizations that train a minimum of 100% of managers and 60% of their front line employees in one of the Service Excellence programs are eligible for the "Service Excellence Organization" designation. Your organization will receive a plaque celebrating its achievement and the right to use the Service Excellence logo in all marketing and promotional materials.

Communities with 60% of businesses that have achieved the status of "Service Excellence Organization" are eligible for the Service Excellence Community designation. So let's make our community one that consistently "brings them back" - start working toward the Service Excellence Community designation today!

For more information, contact:

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Destination Dryden
AMBASSADOR PROGRAM



Are you an outgoing,
energetic, reliable volunteer
who loves their community
and are committed to
Dryden's Prosperity?

If yes, then...

JOIN OUR TEAM 
SUPERHOST

Destination Dryden

AMBASSADOR PROGRAM

The **Destination Dryden Ambassador Program** is a partnership program of the Dryden Marketing Association (DMA) and the Dryden Development Corporation (DDC). The DDC is now recognized as a designated Local Host Organization by the Ontario SuperHost Program.

Dryden tourism leaders have partnered to provide this superior program to prepare for the future. This program demonstrates the dedication of our community to promoting our destination as not only a place to vacation, but a great place to live, play and work.

The role of the Destination Dryden Ambassador Program is to recruit a network of outgoing, energetic and reliable volunteers who love their community and who are committed to its prosperity. In turn we will provide them with "Service Excellence" training and certification.

"Service Excellence" training started from the original SuperHost workshop created in 1985 to prepare BC's tourism workforce to host the world at EXPO 86. It was such a success it has grown into an international award winning program.

SUPERHOST FOR VOLUNTEERS

SuperHost is a one-day Face-to-Face Workshop that provides front-line volunteers and employees the skills and techniques to provide the basics of service excellence.

SuperHost is a certification program that mobilizes volunteers and front line employees to provide every visitor encounter with a positive experience. The SuperHost Volunteer program is designed to raise the level of customer service in the tourism and hospitality industry through the development of core customer service skills.

SuperHost provides participants with the skills and attitudes to "wow" customers, enhances communication within your organization, encourages pride and professionalism in your community and makes visitors feel welcome.

Delivered by a certified Service Excellence Trainer, the workshops can be customized to address specific customer service training needs for any volunteer organization, business or employer.

For customized sessions a needs assessment is completed in consultation with the client prior to conducting a Service Excellence workshop. These workshops are an effective training tool for anyone who is dedicated to providing exceptional customer service.

SUPERHOST PROGRAM

Who should attend:

- Volunteers
- Special Events Facilitators & Staff
- Front Line Employees
- Supervisory Staff

Session details:

- One (1) day session; 7 hours;
- Between 15 to 20 participants;
- Interactive, stimulating and easy to retain learning format;
- Take-away manual for individual participant;
- Recognized certificate and lapel pin upon completion.

Some sessions of SuperHost include:

- First impressions
- Businesses that "Wow"
- I'm the nice customer who never came back
- The value of tourism

Welcome to our Wilderness City ... Dryden Ontario

