

The background of the slide is an aerial photograph of a large, ornate building complex, likely a hotel or resort, featuring a prominent golden dome and multiple towers. The building is situated near a body of water, with a curved breakwater visible. The scene is framed by decorative wavy borders in red and blue. The text "INFORMATION PACK 2025" and "HOSPITALITY TRAINING CONSULTANCY" is overlaid on the image.

# **INFORMATION PACK 2025**

## HOSPITALITY TRAINING CONSULTANCY



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SOME OF OUR  
HOSPITALITY  
CLIENTS

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HOTEL de PARIS  
HOTELS & RESORTS

Hilton  
HOTELS & RESORTS

Hotel  
du Vin  
& Bistro

Malmaison

HOTEL CAFÉ ROYAL  
REGENT STREET, LONDON

FOUR SEASONS  
*Hotels and Resorts*

P&O CRUISES

W  
WALDORF ASTORIA  
HOTELS & RESORTS

RoyalCaribbean  
INTERNATIONAL

S  
Sheraton  
HOTELS & RESORTS

Jumeirah  
HOTELS & RESORTS  
STAY DIFFERENT™

NOVUS

MACDONALD  
HOTELS & RESORTS

IHG  
InterContinental Hotels Group

EXCLUSIVE COLLECTION  
RESORTS, LANDINGS, CLUBS, SUITES, SPA, SPA, RESERVATIONS

Mitchells  
& Butlers

Pizza  
Hut

divan

Marriott

BROWN - FORMAN



DIAGEO

MOLSON  
COORS beverage  
company

HYATT®

BE AT  
ONE  
COCKTAIL BAR

PITCHER  
&  
PIANO

MARSTON'S



Hard Rock  
CAFE

RAMADA  
INTERNATIONAL HOTELS & RESORTS

THISTLE  
HOTELS

TGI  
FRIDAYS

BLESS  
COLLECTION HOTELS

THE RITZ - CARLTON

ALL-BAR-ONE




SUBWAY

# OTHER INDUSTRIES WANT US TOO...

As a provider of top end hospitality training and development solutions, including world class customer service training, our services are also in demand with a range of other non-hospitality companies.

The logo for Yahoo!, featuring the word "yahoo!" in a bold, purple, lowercase sans-serif font.The Tesco logo, consisting of the word "TESCO" in a bold, red, uppercase sans-serif font with three blue horizontal lines underneath.The Sky logo, featuring the word "sky" in a lowercase, multi-colored sans-serif font where each letter has a different color gradient.The Direct Life logo, with "direct" in a lowercase, dark purple font and "life" in a lowercase, light purple font, with the tagline "life made simple" in a smaller, dark purple font below.The Sainsbury's logo, featuring the word "Sainsbury's" in an orange, lowercase sans-serif font with a wavy orange line underneath.The WAA/CHOSEN logo, with "WAA" in a bold, grey, uppercase font above "/CHOSEN" in a bold, black, uppercase font, and the tagline "BUSINESS CREATIVITY™" in a smaller, grey font below.The BBC logo, consisting of the letters "B", "B", and "C" in white, each inside a black square.The Skoda text logo, featuring the word "ŠKODA" in a bold, black, uppercase sans-serif font.



A glass of iced beverage with a lemon wedge, set against a background of colorful, flowing ribbons. The glass is filled with a light-colored liquid, ice cubes, and a slice of lemon. The background features vibrant, flowing ribbons in shades of purple, blue, and teal, creating a dynamic and energetic atmosphere.

**WE'RE NOT SIMPLY ANOTHER TRAINING COMPANY!  
WE TRANSFORM YOUR TEAMS INTO EXCEPTIONAL  
SERVICE PROVIDERS**

- **Mixxa is a specialist hospitality training consultancy.**
- **We specialise in the creation and delivery of bespoke transformation programmes designed to maximise individual team-member skill-sets as part of the delivery of exceptional brand wide experiences.**
- With more than 30 years experience at the cutting edge of hospitality team development consultancy, our unique approach has delivered outstanding results for world leading hotel chains, cruise companies, bar groups, clubs and restaurants.
- Whether working at board level, with senior & middle management or front-line staff, we design & deliver the most innovative and impactful training experiences resulting in our clients' transformations to world leading guest experience providers, while enjoying powerful bottom-line increases.





**EVERYTHING WE DO IS DRIVEN BY  
UNTAPPED HUMAN POTENTIAL**



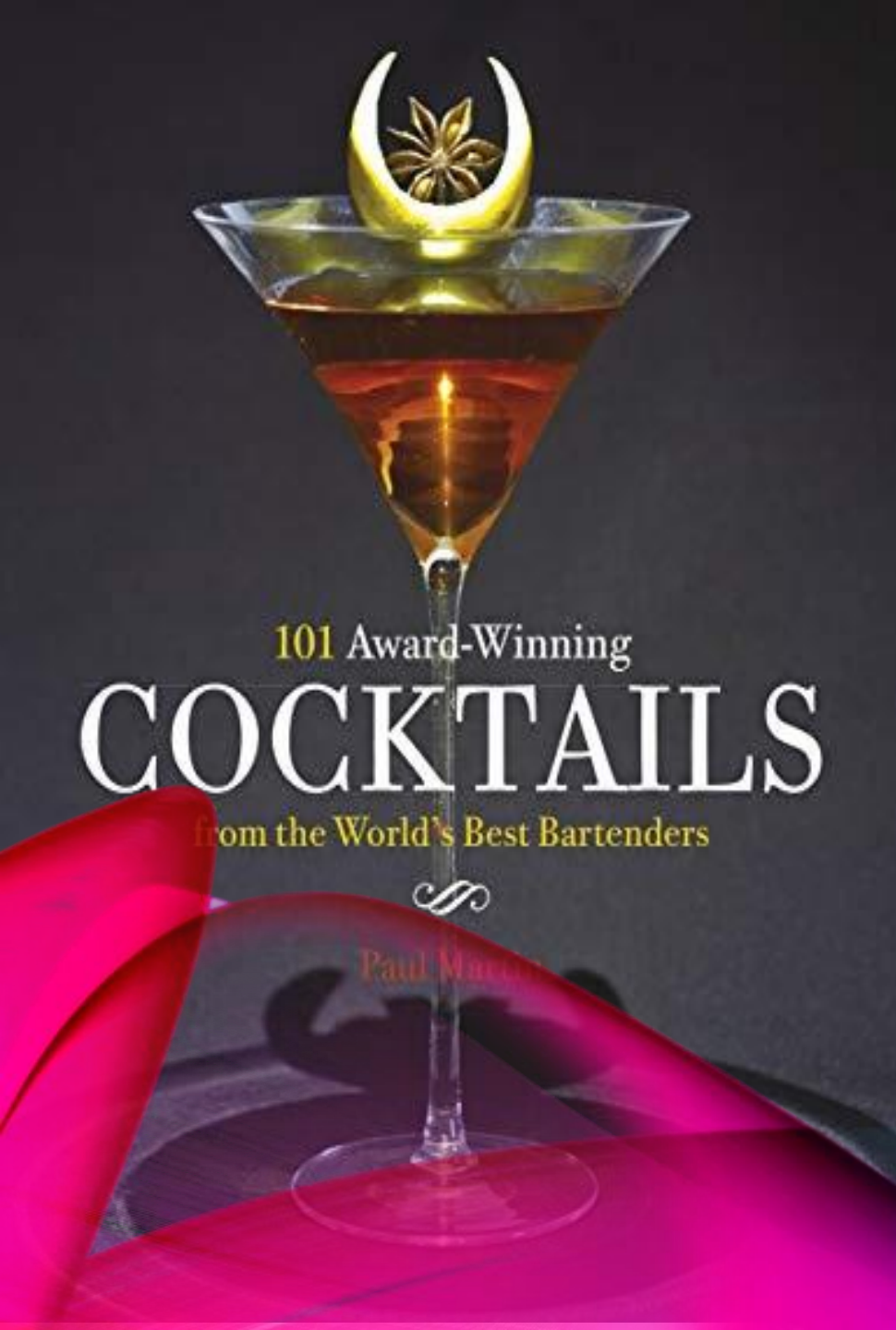
- We have a passion for evolving the customer service experience through the sophisticated development of knowledge, technique, confidence and interpersonal skills.
- We take a creative, interactive and motivational approach, unique to Mixxa, that reveals an individual's genuine potential and then helps them to achieve that potential.
- Through exposure to our uniquely designed and tailored immersive programmes we dramatically transform your team's performances with a permanency that lives on and evolves beyond the training experience.
- Our goal is to create a significantly enhanced guest experience. One that becomes synonymous with your organisation and that infects your team members with passion, enthusiasm and the confidence to operate in the rarefied atmosphere of delivering genuinely world-class guest experiences.

TED X

PAUL MARTIN







Paul's career in hospitality training began over 30 years ago as a bartender and then bar owner. After selling his business in 1994 he went on to become a pioneer of the modern-day cocktail & mixology consultant, establishing himself as one of the very first cocktail advisors to the UK spirits industry.

A period of working as a drinks industry consultant and trainer followed, during which time he set two mixology world records, won 7 global mixology titles and published 5 top-selling cocktail books. Running alongside his hospitality training activities Paul also began a parallel career in the field of communication skills, running courses and workshops in verbal and non-verbal communication techniques.

His absolute passion for human communication also led to him qualifying to level 3 in British Sign Language, a subject that he has also gone on to teach. The combination of hospitality training expertise and communication skill training evolved in to Paul delivering genuinely unique workshops and master-classes on the delivery of world-class service skills both inside and outside the hospitality industry.



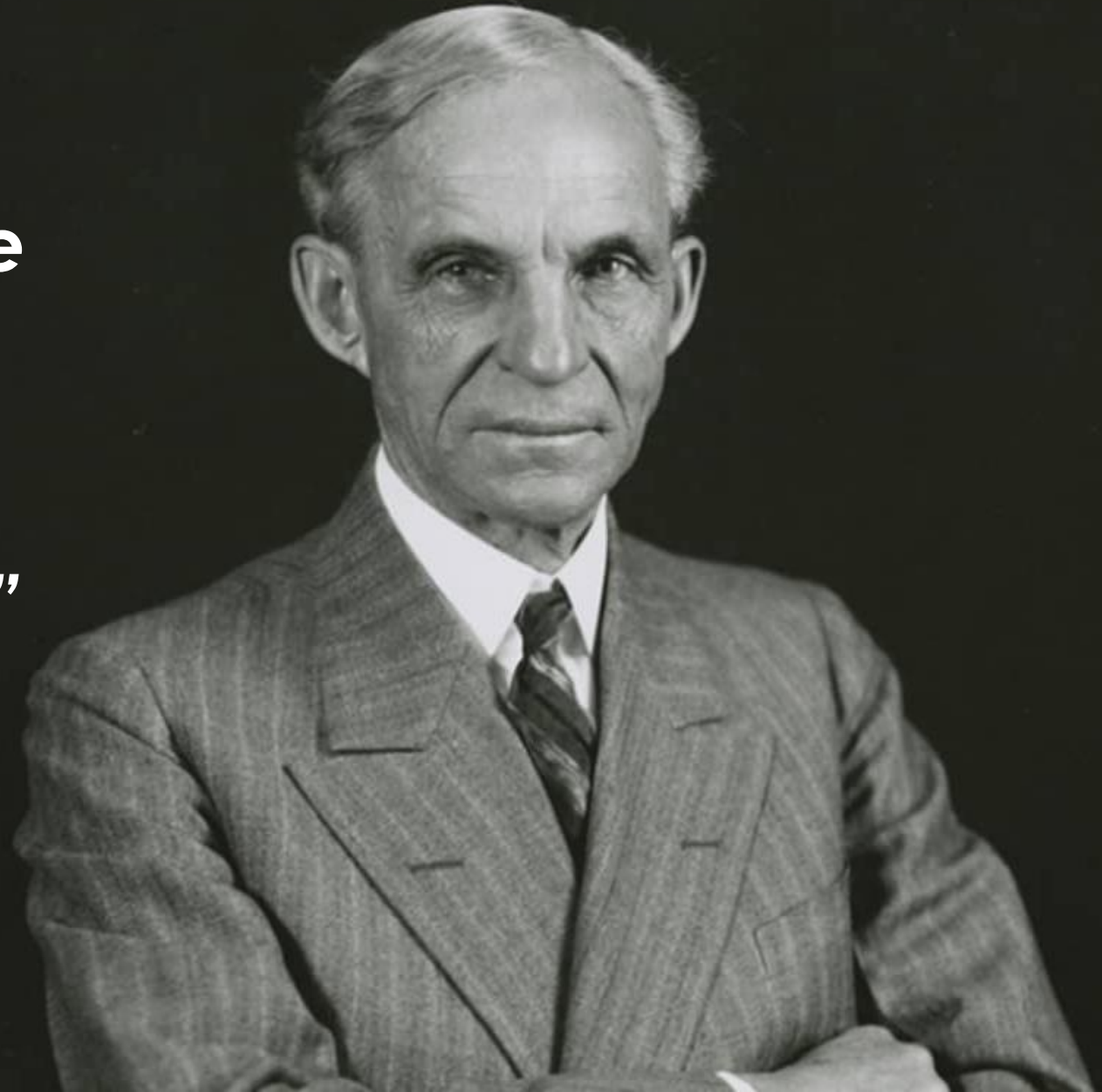
Today, Paul works with everyone from company CEOs to customer facing staff, helping them to develop a range of skills including leadership and management, communication & rapport building, sales & service and his first love bartending & mixology. In addition to training, Paul regularly delivers keynote and motivational speeches at national conferences and events including having delivered a talk at TEDx Chelmsford. The YouTube video of his talk has received over 500,000 views to date.



***“Do what you have always done and get what you have always got.***

***If what you are doing is not working, do something else!”***

- Henry Ford



# THE 5 PILLARS OF SPECTACULAR SERVICE

All Mixxa's training programmes are custom-built and designed to deliver against our clients' specific operational goals. Each program is underpinned by our key philosophies.





# Pillar 1: Repositioning Team Member Service Roles

One of the biggest reasons hospitality businesses fail to deliver genuinely high-end service experiences is the assumption on the part of the service team that the guests know what they want! The truth is, when you work from a first principle of the guest knowing what they want, it not only becomes very difficult to make suggestions & recommendations, offer advice & lead the experience, it becomes almost impossible to recognise the moment to do so. We work with your teams to help them drop this major incorrect assumption and then employ the proactive, opportunistic approach that underpins the entire concept of delivering high-end service experiences. Additionally, we will instil a mindset where team members are incentivised to adopt proactive service practices resulting in them establishing strong foundations for self-motivation and continued self-development, leading to a culture of dynamic high-end service embodied by the whole team. By doing so you'll witness the dramatic change in their behaviour from no action to pro-action.



## Pillar 2: Developing Opportunistic Mindsets

The truth is, many hospitality businesses are still locked into a passive & reactive method of delivering service where they wait and then respond to their guests lead. Ultimately, this leaves the guest to define the service experience. We work with your teams to transform this behaviour from passive & reactive to an opportunistic & proactive approach to delivering high-end service, where your team members will use their expertise and skills to lead and shape the guest journey, recognising and reacting to every opportunity for improved guest experience, enabling a culture where they are able to guide experiences, introducing guests to entirely unexpected levels of connection, service and pleasure.





## Pillar 3: Selling Without Selling (Through Spectacular Service)

***'Try to sell to your guests and the service experience will suffer. Deliver amazing service experiences and your sales will soar.'***

The truth is, the very act of 'selling' runs counter to the process of delivering a high-end service experience. Accordingly, we'll help your teams to focus on building a personalised experience where recommendation and suggestion is framed within the service experience as a whole and is motivated solely by providing your guests with the most unexpected high-end experiences possible. As a result, both the service experiences and sales will begin to evolve, becoming genuinely world leading.



## Pillar 4: Influential & Emotive Communication

When it comes to delivering genuinely high-end service experiences, including making highly skilled recommendations and suggestions, the truth is that most people don't realise that the language they use to communicate their intentions can make the difference between guests feeling either engaged or the exact opposite. We will develop your teams understanding of emotional communication alongside an understanding of the psychology of the guest decision making process, so they can tailor their communications to your guests' emotional triggers. By doing so their suggestions, recommendations and interactions can become the bedrock of an exceptional high-end experience.





## Pillar 5: Emotional Connection

Far too often, the pressures of work take precedence over taking the time to build rapport with our guests. And yet, it's the building of rapport, connecting with our guests on a profound human level, that opens the door to genuinely high-end service experiences. No matter how much traditional skill training you may put your teams through, if they lack warmth, humour, passion and the ability to connect, it means that there is a limit to what can be achieved in terms of increased guest satisfaction and improved sales and profits. We work with your teams to help them develop into strong, confident communicators who are fully skilled in building genuine rapport with your guests. This provides the foundation for all the other engagement and interactive service skills that will combine to create uniquely luxurious service experiences, that result in happier guests having their expectations genuinely exceeded and realigned.





# OUR BESPOKE TRAINING OPTIONS

All our workshops and programmes are built within the framework of our '5 Key Pillars' and are structured around our key skill training topics. Topics are selected and tailored depending upon programme length, client goals, current level of team member skill/expertise, client target audience & more. Following are a selection of the most popular topics, workshops and programmes.



## Mixxa's Top 6 Training Topics

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### #1 Irresistible Upselling & Recommendation



### Irresistible Upselling & Recommendation Masterclass

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A focus on developing the attitudes, behaviours and skills required for team members to deliver a proactive service experience where they lead and shape the experience and where upselling & recommendation forms the framework of a tailored guest experience

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Based on maximum training group size of 30 people. Once group size exceeds 30, we recommend running additional sessions accordingly. e.g.  
75 pax = 3 x groups of 25 people

## Mixxa's Top 6 Training Topics

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### #2 World-Class Guest Service Programme



#### World-Class Guest Service Program

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Transforming the service experience from passive & reactive to proactive & opportunistic. Creating teams that seek & grasp opportunities to lead, shape & tailor the guest experience. Big focus on developing confidence and social skills along with significant attention paid to the development of advanced communication skills.

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Based on maximum training group size of 30 people. Once group size exceeds 30, we recommend running additional sessions accordingly. e.g.  
75 pax = 3 x groups of 25 people



# Mixxa's Top 6 Training Topics

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## #3 Spectacular Bar & Table Service



### Spectacular Bar & Table Service

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Developing charismatic and engaging teams of skilled communicators who use their abilities to create spontaneous guest journeys, leading guests to new and exciting experiences. Once again, the development of sophisticated communication skills along with a fundamental understand of emotional decision-making is at the centre of this program.

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Based on maximum training group size of 30 people. Once group size exceeds 30, we recommend running additional sessions accordingly. e.g.  
75 pax = 3 x groups of 25 people

## Mixxa's Top 6 Training Topics

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### #4 Advanced Communication Skills & Creative Language



### Advanced Communication Skills & Creative Language

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A unique approach to developing team member communication and interaction skills with a focus on rapport building, emotional connection and the psychology of influencing decisions. We focus on the use of creative language in the service experience and the psychological impact it has on guests' decisions.

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Based on maximum training group size of 30 people. Once group size exceeds 30, we recommend running additional sessions accordingly. e.g.  
75 pax = 3 x groups of 25 people



## Mixxa's Top 6 Training Topics

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### #5 Creating Unforgettable Guest Memories



#### Creating Unforgettable Guest Memories

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Developing a culture of making a difference. Redefining roles and developing behaviours and skills within the culture of a business, to consistently deliver the small things that make the biggest differences. By instilling a culture of 'marginal gains', we develop your team's compatible skills equipping them the tools to deliver unforgettable moments for their guests.

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Based on maximum training group size of 30 people. Once group size exceeds 30, we recommend running additional sessions accordingly. e.g.  
75 pax = 3 x groups of 25 people

## Mixxa's Top 6 Training Topics

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### #6 Delivering Exceptional Service Under Pressure



#### Delivering Exceptional Service Under Pressure

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Creating the skills, mindset & attitudes to embrace and thrive in pressure situations. Redefining team member mindsets so they welcome potentially negative situations as an opportunity for excellence. By developing team member skills in this regard, we enhance confidence and anxiety busting techniques, so they can transform negative guest experiences into unforgettable positive ones

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Based on maximum training group size of 30 people. Once group size exceeds 30, we recommend running additional sessions accordingly. e.g.  
75 pax = 3 x groups of 25 people



The background features a central, glowing purple helix structure that resembles a DNA double helix or a complex molecular model. This structure is set against a light gray background. Surrounding the helix are several flowing, translucent ribbons in shades of purple, blue, and teal, creating a sense of dynamic movement and depth. The overall aesthetic is scientific and futuristic.

# CASE STUDIES

**The Challenge:** Although very profitable, the management at Hôtel de Paris, Monaco were unhappy with the standard of service and the level of recommendations and up-sells witnessed in their iconic Bar Américain. The feeling was that the team were underperforming, were delivering a completely passive service experience and were basking in the greater reputation of the venue and accordingly overestimated the standard of service they were delivering.

**The Solution:** We developed and delivered a bespoke program built around the unique brand and the high-net-worth guests that they welcomed. The program worked on transforming the service style from passive to fully proactive, creating a team that consistently sought opportunities to recommend, up-sell, build rapport and lead the experience, all within a framework of exceeding expectations.

**The Results:** The transformed proactive service led to a 12% lift in guest feedback scores plus an 11% increase in spend over the following season. Likewise, team member satisfaction increased by over 10 points too.



# CASE STUDY HÔTEL DE PARIS BAR AMÉRICAIN

WORLD CLASS SERVICE MASTERCLASS  
PROGRAM

**The Challenge:** The Exclusive Collection were seeking to build an entirely guest-centric, industry leading service experience, having freed themselves from the official AA star rating system, which they felt was dated in its approach and was at odds with the philosophies of delivering outstanding contemporary experiences.

**The Solution:** We developed the *Momentum* program which ran for a full 2 years, taking in all 1200+ team members from Housekeeping through to the GM's, across the 6-property portfolio and was built around the single focus of 'creating happy guests.' The program refocused the teams' thinking and behaviours in relation to their roles of delivering sensational guest experiences, while developing communication, rapport-building, proactive service behaviours whilst projecting passion in the pursuit of developing exceptional guest memories.

**The Results:** Subsequent to withdrawing from the star system and over the course of the program, guest feedback & mystery guest scores rose to 95+ (high 80's prior). Positive reviews on online platforms (Trip Advisor, etc) tripled, staff churn reduced by over 20% and F&B up-sells accounted for an increase of 17% in guest spend.



# CASE STUDY EXCLUSIVE COLLECTION HOTELS

PROGRAM TITLE: MOMENTUM



**The Challenge:** The spectacular Waldorf Astoria Hotel in Ras al Khaimah was seeking to upgrade the guest service experience in line with the palatial surroundings of the hotel. The feeling was that whilst the facilities were world-leading, the service experience needed to be more dynamic and charismatic in order to match and exceed the expectations of their guests.

**The Solution:** We created a programme that reflected cultural expectations and shaped a service format that embraced confidence and personality and that funnelled these characteristics within a charismatic and culturally respectful service experience. Within this framework we focussed on the development of interpersonal communication skills and the command of psychological trigger points.

**The Results:** Subsequent to the program the hotel experienced a vastly improved guest feedback score which reflected the consequential impact of an 11% increase in F&B sales.



WALDORF  
ASTORIA™  
RAS AL KHAIMAH  
رأس الخيمة

# CASE STUDY WALDORF ASTORIA RAS AL KHAIMAH

GUEST SERVICE PERFECTION PROGRAM

**The Challenge:** After a multi-million Euro refit, the extraordinary Bless Hotel in Madrid needed to deliver a service experience that matched the luxury of the hotel's F&B, facilities, accommodation and prices. While service was already of a high standard, it needed to be exceptional in order to complete the Bless proposition and move the hotel to the top end of hotel rankings in a city where the competition is strong.

**The Solution:** Mixxa designed and delivered a class-leading guest engagement program with a focus on developing the proactive service skills of the F&B teams along with the full development of their recommendation and up-selling skills (Sales through Service). The program resulted in the transformation of a quality team into a group of people delivering genuinely world-leading service experiences.

**The Results:** Subsequent to the program, Bless Collection Madrid was rated as #1 hotel in Spain & Portugal by Condé Nast Traveler and #2 by Leading Hotels of the World.



CASE STUDY  
BLESS  
COLLECTION  
HOTEL MADRID  
SIGNATURE GUEST ENGAGEMENT PROGRAM



# Ready to take a leap?

If you would like to take the first step towards discovering how we can work with you to instigate your own transformation, drop us a line and we can arrange a **no obligation call** to discuss your project and answer any questions that you may have for us.

**Thereafter, if you are interested, we'll prepare an outline proposal that provides you with options for moving forward.**

**Contact details follow...**



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- Web: [www.mixxa.co.uk](http://www.mixxa.co.uk)
- Phone: 07793 654282

