



# 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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#### **Owen Ray:**

Spent a free a chance to be fun activity to complete! A lot of people spent their spare time with their family, or their own friends. Usually they accomplishing activity like watching television, planning to beach, or picnic inside park. They actually doing same every week. Do you feel it? Would you like to something different to fill your personal free time/ holiday? Might be reading a book might be option to fill your free of charge time/ holiday. The first thing that you ask may be what kinds of publication that you should read. If you want to consider look for book, may be the guide untitled The VIP Principle: Discover How Guest Experiences Drive Long Term Growth can be great book to read. May be it may be best activity to you.

#### **Casey Larsen:**

Reading can called imagination hangout, why? Because if you are reading a book specifically book entitled The VIP Principle: Discover How Guest Experiences Drive Long Term Growth the mind will drift away trough every dimension, wandering in each and every aspect that maybe unfamiliar for but surely might be your mind friends. Imaging every single word written in a reserve then become one form conclusion and explanation in which maybe you never get just before. The The VIP Principle: Discover How Guest Experiences Drive Long Term Growth giving you yet another experience more than blown away your thoughts but also giving you useful information for your better life in this era. So now let us teach you the relaxing pattern at this point is your body and mind are going to be pleased when you are finished looking at it, like winning a game. Do you want to try this extraordinary shelling out spare time activity?

#### **Bruce Alexander:**

Is it anyone who having spare time then spend it whole day by watching television programs or just resting on the bed? Do you need something new? This The VIP Principle: Discover How Guest Experiences Drive Long Term Growth can be the solution, oh how comes? The new book you know. You are thus out of date, spending your free time by reading in this brand new era is common not a geek activity. So what these books have than the others?

#### **Marianne Stroman:**

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