



安讯教育与科技有限公司
Axon Consultancy Sdn Bhd



UPGRADING SERVICE ^{TO} HOSPITALITY EXCELLENCE



Axon Consultancy Sdn. Bhd.

(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,
Taman Danau Saujana, 53300 Kuala Lumpur
jack@axonconsultancy.com | +6012 6159229



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AN OVERVIEW

Exceptional service is the backbone of every successful food & beverage establishment. This powerful **2-day hospitality upgrade programme** is designed to transform everyday service staff into confident, polished and guest-focused professionals. With a blend of industry insights, practical exercises and real-service simulations, your team will walk away ready to create unforgettable experiences—where consistency, finesse and guest-centricity define every interaction.

Blending hospitality service standards with modern guest expectations, participants will learn industry best practices, master the GUEST+ service method, understand service sequencing, and enhance their ability to deliver WOW experiences that inspire loyalty and drive revenue.

Who Should Attend

This course is ideal for:

- Service crew and frontline staff
- Supervisors and team leaders
- F&B managers and assistant managers
- Department heads of F&B operations
- New hires requiring structured service foundation



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TRAINING METHODOLOGY

This programme incorporates interactive and experiential learning approaches, including:

- Interactive Multimedia presentations
- Small group challenges
- Hands-On demonstrations
- Personal reflection exercises
- Role-playing and scenario simulations
- Q&A sessions
- Real-world application exercises

COURSE OBJECTIVE

By the end of this programme, participants will be able to:

- Articulate an authentic, confident leadership identity
- Build and execute a visibility strategy aligned with career goals
- Use assertive communication and negotiation techniques effectively
- Establish a strong network of sponsors, mentors, and allies
- Create a personalised, actionable career development plan

DURATION

- 2 day
- Time : 900 am – 500 pm



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Course Content

Module 1: Introduction to the Food & Beverage Industry

- Role of Food & Beverage Professionals
- Overview of the Food Service Industry
- Types of Restaurants & Service Concepts
- Style of Service: Understanding Delivery Expectations
- Hospitality mindset vs. transactional service

Module 2: Food & Beverage Service Excellence

- Service professionalism & appearance standards
- Customer service principles for F&B environments
- Understanding your property's standard **Sequence of Service**
- Handling service touchpoints that influence guest satisfaction
- Communicating effectively with guests and team members

Module 3: The WOW Service Approach

- What differentiates **Service** from **Hospitality**
- The Customer vs. Guest Mindset (CUSTOMER vs. GUEST+)
- Creating personalised guest experiences
- Emotional engagement and service recovery
- Building trust and rapport with guests



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Course Content

Module 4: Suggestive Selling & Upselling Techniques

- Suggestive selling for table service
- Strategic upselling to enhance guest experience & revenue
- Product knowledge fundamentals
- Using menu stories to influence guest decision-making
- Practical scenarios & role-play exercises

Module 5: Strategic Communication & Professional Grooming

(Optional enhancement inspired by your premium wine-based programmes)

- Understanding the “language of hospitality”
- Body language, tone and presence in guest interaction
- Grooming, etiquette and service professionalism

Module 6: Applied Service Scenarios & Guest Handling

- Realistic service simulations
- Handling complaints and difficult situations
- Managing peak-hour pressure and teamwork
- Personal action plan for service improvement



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Trainer Portfolio: Mr Chris Low

HRDC Accredited Trainer | Wine & Hospitality Specialist | Luxury Experience Curator | Internationally Recognized Wine Ambassador

Chris Low is a senior hospitality consultant and wine educator with 20+ years of industry experience across Malaysia, Singapore, Bordeaux, and Champagne. As Managing Director of SWAG Consultancy and Vice President of Leap Campus Group, he specialises in elevating service standards, crafting luxury wine experiences, and developing high-performance hospitality teams.

He is the **first Malaysian appointed Chancelier de la Jurade à Saint-Émilion**, a Certified Hospitality Trainer (AHLEI), HRD Certified Trainer, and collaboration partner with CY Gastronomie (France).

Chris has consulted and trained for top brands such as Four Seasons, EQ Kuala Lumpur, One & Only Desaru, and Gordon Ramsay Bar & Grill. He regularly hosts premium wine events and educational tours across France, working closely with prestigious wineries and global wine houses.

Training Style

Chris delivers highly engaging sessions combining real-world expertise, compelling storytelling, and hands-on practical learning—ensuring every participant walks away more confident, capable, and hospitality-driven.

Key Expertise

- Hospitality Service Excellence
- Wine Mastery & Luxury Wine Experiences
- F&B Leadership & Operational Transformation
- Guest Experience Design
- Professional Career Development in Hospitality



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