

Mining the Magic

Based on the 2003 and 2006 IAAPA "Spirit of Excellence" award-winning programs for **Best Orientation Program** and **Best Supervisory Program**, Mining the Magic will enable you to increase revenue and attendance, improve your park's customer experience and increase your volume of repeat business by bringing out the very best in your employees.

With its **proven record of success**, our customized, modular training package will help you to prepare, excite and **energize your employees**, enhance your park's public image, and increase your patrons' positive word-of-mouth.



Mining the Magic is a successful partnership between:

High Mountain Enterprises, a consulting firm dedicated to assist amusement parks to maximize revenue and attendance through a variety of services. High Mountain programs enhance the patron experience leading to extended stays and repeat visits.

Founded by Joe Montalto, a former amusement park director whose leadership won the park numerous awards from IAAPA and another organizations, High Mountain Enterprises provides services in planning, management consulting, park staffing, training and staff incentives, marketing, promotions, special events, entertainment, concert production and promotion, and cashless electronic ticketing systems.

Hospitality Resource Group, Inc., a full-service, award-winning company that specializes in the following services:

STRATEGIC TRAINING SOLUTIONS provides customized training programs and organizational development services that meet all of your needs.

EVENT SOLUTIONS creates unforgettable experiences for corporate and not-for-profit clients.

ALLEGIS COMMUNICATIONS serves as your expert source for image and brand building public relations and marketing.



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Mining the Magic: Achieving Bottom-Line Results with Top-Line People



**A Step by Step Customer Service
Training Program Designed for
the Amusement Parks and
Attractions Industry**

**Based on the 2004 and 2006
IAAPA Spirit of Excellence Award
Winner for Best Training Program!**



Give your customers the magical experiences they want by “Mining the Magic” in your employees and helping them to **provide the very highest level of customer service excellence.**

Why Invest In Your People?

There are two major reasons to deliver the highest quality customer service: **repeat business** and **happiness**. Positive experiences turn customers into repeat customers. Consistently great service encourages your patrons to spend more time and money at your park, and actively and positively recommend your park to others – bringing even more revenue to the bottom line.

Great service also makes customers happy!

Happy customers are much easier to deal with than irate customers. To that end, Mining the Magic has been developed for Training, Human Resources, and Operations Managers who want to make a significant contribution to their company's image and bottom line, using our tools and resources to advance their own customer service goals.

Front Line Training – To make great customer service and repeat business a reality, the end result of your training goals needs to be evident to the public eye, where the customers interact with your employees. Whether you are training new employees or seasoned veterans, our program offers support and training modules for managers who want to contribute to the creation of an improved culture by motivating, training, and enabling their employees to deliver excellent customer service.



Program Features

Complete Facilitator Guide – Each individual module includes a Facilitator's Training Guide, which gives step-by-step instructions on how to deliver each segment of training, along with additional support materials, such as icebreakers, games, exercises, suggested reading materials and videos.

Structured Training Modules – Our program features structured, segmented learning which can be easily incorporated into existing New Employee Orientation programs, and can also be used as supplemental training for your seasoned employees. Our modules enable you to design your program in the way that best fits your season and schedule.

Customized Materials – All program modules and features can be tailored and customized with your company's logo and materials, making the training experience unique to your employees.

CD-ROM Workbook – The Program's CD-ROM includes all of the program slides, which can be customized for use as handouts or as a participant workbook.

Pricing

Basic Customized Training Program \$750

Additional Services:

- On-Site Train the Trainer Program \$3,000
- On-Site Program Facilitation
Half Day \$3,000 / Full Day \$4,500
- Additional Program Customization \$250 per hour

Additional Products & Services

Our staff is available to answer your questions and offer individual and group on-site follow-up training and development programs, provided at an additional charge.

- Customized personal training programs
- On-site follow-up and advanced level training
- Strategic planning and crisis management programs
- Marketing, branding and communications strategies
- Special event planning, design and execution
- Leadership Development Training
- Management Skills Training
- Strategic Planning
- Sales Training Workshops



Please visit our website for more information at www.HRGinc.net or call (914) 761-7111.