



#LetsWork: Course Sales Page Copy

#LetsWork And Boss Up!

Imagine yourself confidently landing your dream job, leading a high-performing team, and delivering exceptional guest experiences. That's what you can expect by enrolling into #LetsWork. #LetsWork is a comprehensive career development program providing the skills and knowledge you need to succeed in the dynamic world of hospitality, leisure, and tourism.

About #LetsWork

The #LetsWork team boasts over 50 years of combined experience in empowering professionals at every career stage to excel in hospitality, leisure and tourism. From entry-level to seasoned industry experts, we've helped countless individuals stand out as Certified Guest Service Professionals. Our engaging online curriculum, complete with real-world case studies, equips you to thrive in today's competitive market. Plus, our practical customer service tips and strategies make it easy to enhance your existing skill set.

Here's What You'll Learn:

Our comprehensive curriculum covers every aspect of your career journey:

- **Discover your career path:** Identify your strengths, set goals, and create a personalized career roadmap.
- **Build a standout resume:** Learn how to craft a resume that highlights your skills and lands you interviews.
- **Master the interview process:** Prepare for any interview type, negotiate your salary, and land your dream job.
- **Develop your leadership potential:** Learn to inspire and motivate your team while embracing diversity and inclusion.
- **Enhance your communication skills:** Build strong relationships, deliver exceptional service, and handle challenging situations with confidence.
- **Understand unconscious bias:** Create a more inclusive workplace and foster a culture of belonging.
- **Become a customer service expert:** Master the art of customer service and earn the CGSP certification.



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- **Boost your sales skills:** Learn how to generate leads, build relationships, and close deals.

Invest in Your Future

With #LetsWork, you'll gain access to:

- **Expert-led training** *(apply related stock image)*
- **Career Planning Resources** *(apply related stock image)*
- **Practical exercises** *(apply related stock image)*
- **Real-world case studies** *(apply related stock image)*
- **Certification preparation** *(apply related stock image)*

CURRICULUM OVERVIEW→ Lessons Include: Training Presentations | Assignments | Digital Downloads for Enhanced Learning

Lesson 1: Career Pathways: A Deep Dive

Ready to make waves in hospitality, leisure, or tourism? This module is your roadmap to success. Whether you're just starting out or looking to advance your career, we'll help you find your ideal path. Discover the latest trends, identify your strengths, and set your sights on your dream job. We'll break down the differences between hospitality, leisure, and tourism, so you know exactly where you fit in. Plus, you'll create a comprehensive career plan tailored to you.

Lesson 2: Resume Development Fundamentals

Ready to craft a resume that wows? This module is your secret weapon. Learn how to showcase your skills and experiences in a way that lands you interviews. You'll master the art of tailoring your resume for different jobs, pick the perfect format, and make your resume look awesome. Plus, we'll show you how to use online tools to boost your job search and build a strong professional online brand. Get ready to level up your job hunting game!



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Lesson 3: Interview Tactics & Salary Negotiations

Ready to nail that interview and land your dream job? This module is your ultimate guide. Learn how to prepare, ace different interview styles, and confidently negotiate your worth. Discover the secrets to researching companies, crafting killer answers, and building strong connections with interviewers. Plus, you'll master the art of salary negotiation, so you can walk away with the compensation you deserve. Get ready to shine in interviews and kickstart your career!

Lesson 4: Transformational Leader Mindset

If you're ready for a leadership role in hospitality, leisure or tourism then this module will equip you with the skills to inspire and motivate your team. Key takeaways include: discovering how to create a vision that excites people, building a strong team culture, and driving positive change. You'll learn to embrace diversity, build strong relationships, and navigate the complexities of modern leadership. Get ready to become a transformational leader and make a real impact on your organization.

Lesson 5: Effective Communication

Effective communication is the cornerstone of exceptional hospitality. This module equips you with the skills to connect confidently with guests, colleagues, and partners. Learn to express yourself clearly, deliver exceptional service, and handle challenges with ease. Discover how strong communication can elevate your career and create unforgettable guest experiences.

Lesson 6: Unconscious Bias & DEIA

Understanding unconscious bias and championing DEIA (Diversity, Equity, Inclusion, and Accessibility) is no longer just a nice-to-have; it's a must-have in the hospitality industry. This module will equip you with the knowledge and skills to create a more welcoming and inclusive environment for both guests and colleagues. By recognizing and addressing bias, you'll not only enhance your professional reputation but also contribute to a thriving hospitality industry that values everyone.

Lesson 7: Flex Your Customer Service Superpowers for Success

Elevate your customer service skills with this module designed to deliver exceptional experiences. You'll learn essential techniques to delight guests, foster loyalty, and advance your hospitality career. Plus, we'll prepare you to excel on the Certified Guest Service Professional (CGSP) exam. By the end of this module, you'll confidently handle any customer situation, opening doors to exciting opportunities in the industry.



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BONUS MASTERCLASS: Becoming a Sales Pro

Boost your career with this essential sales training. Learn the ropes of selling in hospitality, from generating leads to closing deals. Master the art of building relationships, converting prospects into customers, and achieving your sales goals. This course provides practical tools to help you thrive in the dynamic hospitality market and drive business growth.

Here's What People Are Saying About #LetsWork!

[\[Student Testimonials #1\]](#)

[\[Student Testimonials #2\]](#)

[\[Corporate Testimonials\]](#)

#Let'sWork Career Development Perks

- **Climb the Ladder:** Level up your skills and snag that dream promotion.
- **Cash In:** Boost your earning power with resume and interview magic.
- **Lead the Pack:** Become a confident leader who inspires your team.
- **Master Your Message:** Communicate like a pro and wow your clients.
- **Create a Better Workplace:** Build a more inclusive and equitable environment for everyone.

So, What Are You Waiting For? Start advancing your career journey in hospitality, leisure or tourism now by enrolling into the #LetsWork Career Development Program...

[Insert enrollment checkout form including itemized list of program inclusions–](#)

#LetsWork Career Development Program

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Includes:

7 Virtual Career Training Sessions:

- Module 1: Career Pathways: A Deep Dive
- Module 2: Resume Development Fundamentals
- Module 3: Interview Tactics & Salary Negotiations
- Module 4: Transformational Leader Mindset
- Module 5: Effective Communication
- Module 6: Unconscious Bias & Diversity, Equity, Inclusion, and Accessibility (DEIA)
- Module 7: Customer Service Tools for Success

Career Planning Assignments

Career Assessments

Career Planning Worksheet

CGSP Certification Prep & Mock Exam

Role-playing Exercises:

- Job Interview Scenarios
- customer service Scenarios
- Guest Relations Scenarios

Digital Guides:

- Interview Guide
- Salary Negotiations
- Talking Points and
- Strategies

Real-World Case Studies in:

- Customer Service
- Guest Relations
- Management



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Templates:

- Resume Templates
- Five-Year Career Development Plan Template
- Email Templates to Prospective Employers
- Email Templates from Managers to Employees
- Email Templates Employees to managers
- Email Templates Manager/Employee to Customers

BONUS MASTERCLASS: Becoming a Sales Pro

Have Questions?

Q: Who is the #LetsWork program for?

A: The program is ideal for aspiring professionals, current employees seeking advancement, and business organizations looking to enhance their team's skills in hospitality, leisure, and tourism.

Q: What is the time commitment for the program?

A: The program is designed to fit into your schedule with flexible learning options and practical modules.

Q: What support is available during the course?

A: Participants have access to instructors, industry experts, and a range of resources to support their learning journey.

Q: How do I prepare for the CGSP certification?

A: Our program includes specific preparation materials and a mock exam to ensure you are well-prepared for the certification test.