



January 26<sup>th</sup> 2011  
RE: Request for Proposal

To whom it may concern:

On half behalf of the Canmore Hotel and Lodging Association (CHLA) and the Canmore Destination Marketing Fund (DMF) we invite you to submit a proposal for Canmore's Service Excellence training program as detailed in the Request for Proposal (RFP) below.

The vendor whose proposal is selected in response to this RFP will be responsible for creating, implementing and maintaining a service training program for participating members of the CHLA,DMF and its affiliates.

Sarah Law and I (Cayley Breeze) will serve as facilitators for this RFP and can be reached at our contact information below regarding any questions, clarifications or concerns prior to submission. With an intended start date of May 2011, we respectfully request your submission no later than February 20<sup>th</sup> 2011. Please submit all proposals to [info@chla.ca](mailto:info@chla.ca) . Please note that the CHLA members and its board reserve the right, in its sole discretion, to reject any or all proposals received.

Thank you, in advance, for your participation on this project.

Sincerely,  
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## **Request for Proposal – Canmore Hotel & Lodging Association**

### **I. General Business Goals**

The Canmore Hotel & Lodging Association and the Canmore Destination Marketing Fund is seeking a vendor to develop and facilitate a community focused Service Excellence program. This program will align with the Town's strategic planning of tourism marketing to brand the town as a year-round destination.

### **II. Target Audience**

The target audience will be associates/employees of the hospitality/service industry. The program will focus on front line associates and all stakeholders in the visitor experience.

### **III. Objectives**

The primary objective will be to become known for “best in class” service. To teach front line staff how to offer and enhanced visitor experience, service skills offered will include: how to read/communicate with customers with an emphasis on enhancing the customer's level of satisfaction and expectation.

A further objective is to be a community that is known, not only for its great community spirit and volunteerism, but also for its enthusiasm and genuine interest in delivering an enhanced customer service experience. To ensure all stakeholders understand how to match customer needs with genuine Canmore experiences and product offerings.

Canmore's tourism success will be judged not only on the number of guests who visit the town, but also by the quality, frequency and desire to recommend Canmore as a destination. To build ambassadors for the Canmore experience.

While CHLA and DMF will lead the initiative, ad -hoc committees such as BOWDA, BRZ and TCK will support, promote and utilize the program within their various industries.

The desired outcome is to be able to use this program as a marketing tool by promoting the unique service difference in our visitor experience.

#### **IV. Details**

The desire is to have a program that is 4 hours in length, held over a 2-4 day span, twice a year (early May and late November.) Ideally we would like 3 hours incorporating and teaching service skills, with a final hour focusing on a Canmore experience and product offerings highlighting our area.

The main objective will be achieved by providing a more service-oriented skill set which addresses the visitor's needs through enhanced interaction.

Components of the program may include: greeting visitors, determining needs, recommending product offerings, dealing with difficult guests, boundaries of responsibility, staff interaction to communally enhance the visitor experience.

Instruction may include role-playing, worksheets, group discussions and speaker presentation.

The secondary objective will be achieved by providing customer service with increased product knowledge, community event awareness and area knowledge amongst the service industry personnel.

The product knowledge component will focus on the unique products/opportunities offered in the Canmore area. These offerings can include: Adventure, family, points of interest, dining, shopping and entertainment.

The desire is to enhance the customer experience and to provide a service that is above the basic service model so that we may set ourselves apart from other areas and destinations.

Costs must be reasonable so that it can be fully supported and that each organization has the ability to partake in the Service Excellence training.

Participants who complete both spring and fall course should be awarded a certificate of completion for that year.

#### **V. Schedule**

The launch of the program should coincide with the beginning of the busy tourism season and should be ready to be launched by May 2011 (before May long weekend.) Vendors should be prepared to facilitate the program twice a year, until determined by CHLA based on business needs.

## **VI. Resources**

Canmore Hotel and Lodging Association, Canmore Destination Marketing Fund, executive team and sub committee chairs.

## **VII. Criteria for Evaluating Success**

Our measure of success will be to confidently state that Canmore businesses will have completed the program and have 80% of their employees/associates partake and be certified by 2012 thus providing a well informed, polite and well trained associate who is able to consistently deliver an enhanced customer experience.

The program objective of building repeat sales and building customer loyalty must be an outcome of participation.

The program provides a level of pride with those organizations and employees that partake and a viable marketing tool.

The program is viewed as a point of difference from an employee training and retention perspective.

Following the first year of completion, vendors will be responsible for implementing a system of measuring ongoing success.

## **VIII. Criteria for vendor selection**

Vendors must be able to test the knowledge of the participant and certify them in their attendance and knowledge base.

Vendors who are able to provide additional suggestions to the future growth of the program (i.e. rewards and recognition)

## **IX. Terms and Conditions**

All vendors must agree to allow CHLA and DMF to trademark and own Canmore's Service Excellence program. Vendors must provide their own trainers and be able to provide a fully developed program that will be approved by CHLA.

If chosen, the vendor agrees to not sell or use the program with competing destinations, as determined by CHLA.

Vendor agreements will be reviewed and revisions, additions and deletions will be approved by the CHLA Executive committee on behalf of the membership annually.

CHLA Executive will act as the designate and have full signing authority to resign the agreement annually for a term not to exceed 2016.