

# Marketing for Guest Services

“[marketing views] the entire business process as consisting of a tightly integrated effort to discover, create, arouse, and satisfy customer needs.”

1. Their Needs Meet Your Abilities

2. Relationships - Friction vs Smooth

3. Filling Capacity

# **Their Needs Meet Your Abilities**

# **Relationships**

## **Friction vs Smooth**

# Smooth



# Friction

**Filling Capacity  
or  
Getting People to Come**

**1. Returning Groups**

**2. Groups Sent by Your Fans**

**3. People You Recruit**

# Groups Sent by Your Fans

Be Great

Ask for Help

Equip

Give Incentives

# **People You Recruit**

**Connect with and Minister to People Who  
Make Decisions**

