

Effective Speaking

Restaurant and Hotel English

In Hotel Industry, it has been told that “Guest is the always the King”. It does not make any difference in which department you work or what position you hold, if you are an hotelier you have to be very formal and friendly. People from any department who talk to a guest are the face of the hotel and need to know some basic polite expressions and techniques while they are talking. This politeness should come from their behaviour, gestures, and postures and most importantly from his language he uses.

Polite and effective enquires and responses:

Here are some basic polite expressions that every hotelier needs to know and use-

1. For Thanking

- a) Thank you very much Mr....
- b) I am very grateful for
- c) I really appreciate
- d) Thanks
- e) Thank a Million/ Lot

2. Polite Replies

- a) You're welcome
- b) It's my pleasure
- c) It's not a problem at all
- d) Never mind

Some other polite phrases and responses which can be used to give thank you expression or if you communicate a mistake or a guest comes to you with a complaint

1. For Apology

- a) Sorry Sir
- b) I am very sorry Ma'am/ Sir for
- c) Terribly sorry
- d) Pardon
- e) Excuse Me
- f) I apologize for

2. Polite Replies

- a) It's okay
- b) Not at all
- c) I understand/ I completely understand
- d) No problem
- e) Don't worry about that I'll take care/ handle it
- f) Let it be

3. Polite Enquiries (Question)

- a) Would you like to have a cup of tea, sir?
- b) Could you possibly spell your last name?
- c) May I have your passport, please?
- d) Could you talk to our sales department?
- e) Allow me to call a taxi/ cab for you.

All these expressions will help you to deal with the guest more politely along with a little bit of modulation.

Addressing a Group and Essential Qualities of a Good Speaker

Following are some steps of maintaining audience's interest while addressing a group:

I. Giving an indication of what will come late in your talk proves fruitful e.g.

- a) In a few moments I will show you a video on
- b) There are four steps in it..... Firstly, Secondly, Thirdly and Finally.

II. Using Illustrations:

Using examples, anecdotes or verbal illustrations to interest and suit your audience that comes from within the experience of the audience can break the ice and create empathy rather than sharing complicated anecdotes.

III. Asking question and inviting participation:

Asking some general and easy question which can be aimed at the audience to invite them to participate and draw them into the natural thinking process develops a rapport between the speaker and the audience.

IV. Talking directly to the audience:

Reaching out to the audience by walking out towards them with their name and making them feel like individuals and not just a part of the mass means half the battle is won.

V. Eye Contact:

Making an eye contact with the audience establish a bond. Eye contact involves glancing at the faces of the audience for a few seconds and not staring continuously.

A speaker can check his progress by gauging the audience reaction by looking at their faces which can indicate interested, puzzled, bored, pleasure etc.

VI. Speaking Well:

It depends upon factors like pace, pitch, tone, volume and pausing at the right places and articulation.

a) Pace- Addressing a group of audience requires a slight slower pace than informal conversation which can be brought through emphasizing the main points which speaking.

b) Tone- It is the quality which expresses feelings. It can reveal emotions like warmth and sincerity and how strongly the speaker feels about a topic. A harshly critical or judgemental tone should be avoided as it makes the speaker's sound harsh, aggressive and biased.

c) Volume- High volume doesn't mean shouting. It means being audible to the people sitting in the back rows. Volume can be varied to make the seminar more lively and interesting.

d) Pausing- Pause doesn't imply failure in fluency. It can be used to create great effect. It can focus attention on what has been said or about to be said or can be used to prepare the audience for a change in ideas.

Keeping in mind, the above points can be beneficial in addressing a group and bringing clarity in the speech.

Audience Analysis

It is significant to communicate the purpose effectively. Audience analysis means to discover the receiver's view point so that the speaker can adopt his material directly to audience needs, wants, experiences and attitude.

Communication is a two way process involving the sender and the receiver. The heart of communication is in the change in behaviour.

As a public speaker, an analysis of audience is must to:

1. Make the speech meaningful for them.
2. To gain support
3. To be understood
4. To establish a rapport with listeners

Apart from this, audience responses can also be present through listener's age, sex, occupation, intelligence and educational level and the social, professional one, religious groups of listeners as well as the influence of geographical locations after exploring the b of listeners, the speaker is in a better condition to pot those ideas into words those will affect maximum agreement and understanding.

Defining the Purpose of a Speech, Organising the Ideas and Delivering the Speech

The purpose of any speech can be categorised into broad headings:

1. General
2. Specific

There are three general speech purposes:

1. To Inform: The main concern of the speaker here is to make the audience understood and remember the information presented.
2. To Persuade: The major objective of a persuasive speech to induce the audience to think, feel and act in a manner intended by the speaker.
3. To Entertain: Through such speeches, the speaker wants the audience to have an enjoyable time.

Specific purpose describes the exact nature of response you want from the audience. It has three requirements:

1. Central Idea
2. Clear and Concise message
3. It should be worded in term of the audience desire.

Steps in Organising and Delivering the Speech

1. Organising Speech: Jot down 3 or 4 main points that you want your audience to remember.
2. Summarise each idea in a single clear sentence: Sentences should be built around facts and supported by examples.
3. Write you speech: Use short and clear words. Don't pronounce it with professional or technical jargons.
4. Use sense of humour: Cracking a sensible joke or the adding a punchy one liners as per the environment. However, excess jokes can make the speaker sound unprofessional.
5. Write main points of 3X5 Cue Cards/ Note Cards
6. Rehearse Your Speech: Time the delivery of speech while rehearsal to match the allotted time.
7. Look at the audience: Make an eye contact with the audience to make them realise that you are there for them.

8. Deliver your speech to the audience speak slowly and loudly (volume) when required. Stand upright in a relaxed manner with your feet slightly apart and hands by your side.

Visual may be used where possible as it demonstrates certain points more effectively.

