



Casino Players Club Inc.
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CPC Personal Casino Host Procedures

Behind every great cake is a successful recipe that helped build the result. It's no different for being a successful Personal Casino Host. These are the ingredients that will help make you successful:

1. Always be on the lookout for new clients. You NEVER know who your next big player might be! You're chances to land great clients increases when you mention CPC to everyone. Use social media, family, and friends to help get the word out.
2. NEVER, EVER, and with NO EXCEPTIONS, solicit for clients on the casino floor of a resort or cruise line we work with. This is a breach of contract and if discovered, we will need to quickly part ways. You can hand out your card and chat with people at a coffee shop in a casino resort or on a ship but NEVER on the casino floor.
3. Explain how CPC works and all the benefits of using CPC. Including all the cruise and resort options available. MANY potential new clients do not know something like this is possible!
4. Ask people to sign up! Get their customer information using the email templet and customer information forms.
5. Do not give out false information, make promises you cannot keep, tell guests they will get a free cruise without having that confirmation in hand! There is no faster way to lose clients and kill trust than to give out wrong information or promise things you can't deliver. If you don't know, PLEASE ask. We are here to help you succeed. If you are successful, we all are successful. If you need help, NEVER be afraid to ask!
6. Fill out the customer information form, for each adult customer. This ensures that all guests are coded with your name. Remember, the guests must be coded to you for commission.
7. Work with your clients to get them to want to book a trip. Push upcoming CPC trip events. You should have a pretty good idea what they might qualify for, but all customers submitted for coding will be pre-qualified.
8. Fill out the trip request form when a customer has a trip in mind. Be sure to fill out as much information as possible to streamline the process. If information is missing, it takes time to go back and forth to get the information we need to make the request.

9. Guests will receive an automated email before their trip reminding them of the play levels they need to hit during the trip. Guests will also get an automated email when they return prompting them to let us book any offers, they received onboard and to give us reviews on Google. However, it helps when you reach out as well and give them personal attention!
10. Encourage guests that qualified during their trip to travel again. However, only if they qualify. Do not waste your time with clients who take a trip and do not play during that trip. Kindly explain to them that their play level does not qualify them for any additional comps.
11. Typically, a guests' play information, from their trip, is available 1-2 weeks after the completion of the trip and you can request a players ADT by reaching out to LHeller@cpccomps.com. Please include the players name, date of trip, and ship or resort in the email.

THAT'S IT!

It is a simple recipe that can be repeated over and over again. Remember, don't be afraid to ask questions.