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Hall of Fame Speaker Doug Dvorak to Lead Live Guest Service Training for Tamarack Resort Municipal Association

"Beyond the Ask: How Exceeding Guest Expectations Wins Clients for Life" equips Tamarack's team to turn everyday guest interactions into lasting loyalty

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CHICAGO, Oct. 15, 2026 — Doug Dvorak, CEO and founder of The Sales Coaching Institute and a member of the Motivational Speakers Hall of Fame, will deliver a live training session for the Tamarack Resort Municipal Association on Friday, Oct. 16, 2026. The program, "Beyond the Ask: How Exceeding Guest Expectations Wins Clients for Life," focuses on the guest service skills that turn visitors and homeowners into loyal advocates.

In a resort community, every interaction counts, from the front desk and the slopes to a homeowner's maintenance request. Dvorak's session shows team members how to go beyond solving the problem they are handed: anticipating needs, uncovering the concern behind the request, and following up before the guest has to ask.

"Guests rarely remember that you met their request. They remember the moment you exceeded it," said Dvorak. "Meeting expectations makes a guest satisfied. Exceeding them earns trust, and trust is what brings people back season after season and has them telling their friends about you."

What attendees will learn

- **The Wow Ladder:** a five-step framework (speed, ease, surprise, prevention and trust for life) for taking any guest request beyond expectations.
- **Finding the hidden concern:** how to ask the questions that reveal what a guest or homeowner really needs.
- **The $25 Wow:** low-cost and no-cost gestures that create memorable experiences on a real-world budget.
- **Service recovery:** how to turn complaints into opportunities to build lasting loyalty.
- **Closing the loop:** proactive communication and follow-up that keep guests coming back.

The session is fully interactive. Teams compete in the "Homeowner Hero Challenge," a lively exercise that includes improv-style role-play drawn from Dvorak's training at The Players Workshop of Second City, so participants leave with techniques they can use on their very next shift.

About Doug Dvorak

Doug Dvorak is CEO and founder of The Sales Coaching Institute, a Chicago-based sales training and coaching organization. A Certified Speaking Professional (CSP) and a member of the Motivational Speakers Hall of Fame, he has delivered keynotes and workshops for audiences in more than 100

countries and is listed in the International Who's Who of Professional Speaking. Before launching his speaking career, Dvorak spent about 15 years as a sales and marketing executive, including time at IBM. He holds an MBA in Marketing Management, trained at The Players Workshop of Second City, and hosts the "Mission Possible" and "The Best Sellers" podcasts. His new book is "AI and the Future of Professional Selling."

About the Tamarack Resort Municipal Association

The Tamarack Resort Municipal Association serves the homeowners and community of Tamarack Resort, a year-round mountain resort near Donnelly, Idaho.

Media Contact

Doug Dvorak, The Sales Coaching Institute

Phone: (847) 359-6969

Email: doug@dougdvorak.com

Web: www.dougdvorak.com