



Ring Ring? Hello From the Other Side. . . Are You Answering The Call?

Please be respectful of your colleagues by silencing your phone. If you need to answer a call, please go to the hallway.

In Their Own Words...

The service mystery has been solved! Here is what your customers are really looking for in their experiences.

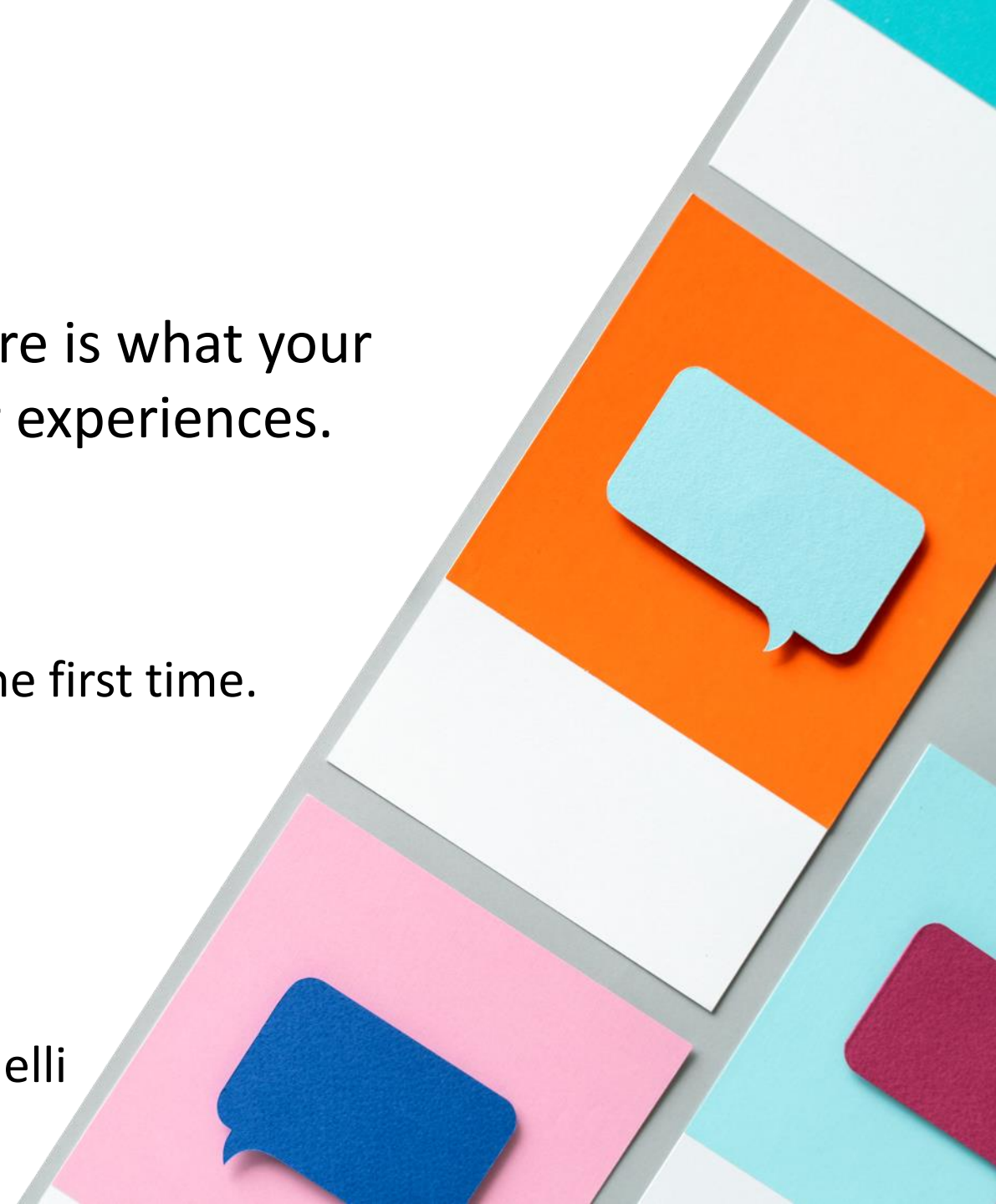
65% WANT knowledgeable employees.

64% WANT needs or questions addressed the first time.

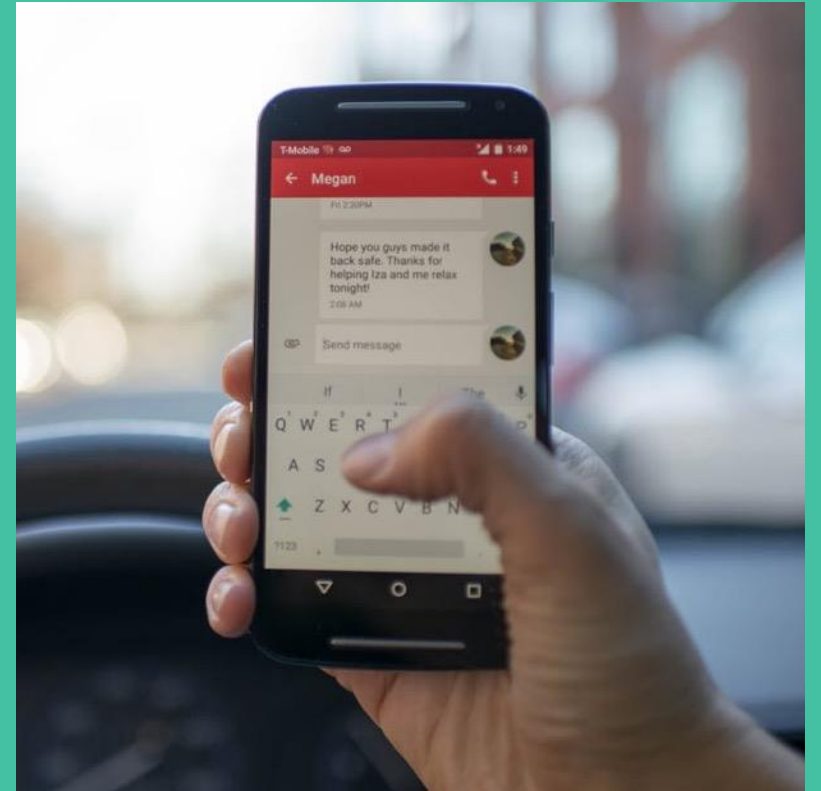
54% NEED to see a desire to help.

49% WANT quick access to information.

- Joseph Michelli



THE MARKETPLACE HAS CHANGED



The Impact of Capturing The Customer

Potential Revenue Calculation Sheet:

Our Current conversion rate is 45%

	# of calls	# converting	# remaining
Inquiry call	A <u>40</u>	<u>18</u>	<u>22</u>
per day?	B <u>60</u>	<u>27</u>	<u>33</u>
	C <u>20</u>	<u>9</u>	<u>11</u>
	<u>120</u>	<u>54</u>	<u>66</u>

← Remaining Calls Available!

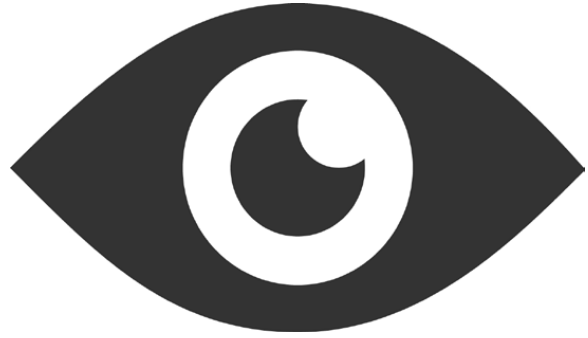
Additional Call		Average Length of Stay		Average Daily Rate		Days Per year
2	x	2	x	\$200.00	x	180

Potential Company Revenue

= \$144,000

R. Return
O. On
I. Investment

HOW CAN WE DO IT?



How Did AIHP Members Do?

Answer in 3 Rings – 100%

Approved Greeting - 40%

Qualify Caller – 40%

Benefits Before Rate – 20%

Upsell – 80%

Ask for the Reservation – 0%

Second Request for Reservation – 0%

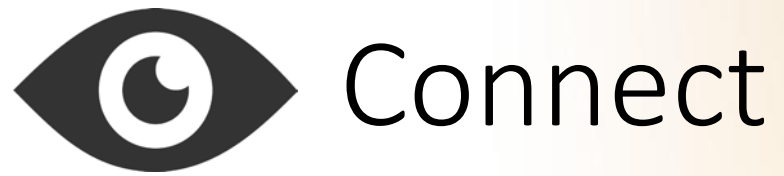
Thank you – 60%



AIHP CALL OUTREACH

Let's Listen





*What creates
a personal
connection?*





Discover

Great Discovery Questions

- *What brings you to the area?*
- *Have you visited us before or been to our website?*
- *Tell me what you are looking for.*
- *What do you know about us (if anything)?*
- *How did you hear about us?*





Creating Value

Functional Value

Price, convenience, access or technological use of the product.



Emotional Value

How you make guests feel (welcome, important, etc.)





Creating & Delivering Value

Phrases That Sell

- *We are the perfect location for girls weekends because of...*
- *We have the most beautiful venue for weddings in the area.*
- *You mentioned that you were looking for xxxx, we provide xxxx*
- *We are the only hotel in the area that offers....*
- *Which means to you....*
- *Does that sound like something that would interest you?*

Creating Value through Personalizing Benefits

For each scenario heading write:

The reason the guest is staying at your hotel.

Three features of the hotel/surrounding area that would fulfill a guest's need based on his/her reason for staying at your hotel.

A personalized benefits statement that demonstrates how each feature will fulfill a guest's need.

Let's Practice

Scenario: Customer is planning an anniversary weekend for wife of 30 years. Needs it to be special.

We offer a beautiful romantic setting with fireplaces in every room. You can enjoy the view from all our rooms and balconies. Our restaurant is an award winner so you do not have to hassle with leaving the property to enjoy romantic dinners during your stay.





Close The Sale

Ask to Confirm

Very Simply – Ask for the reservation!

- *May I reserve one of those rooms for you?*
- *Would you like for me to confirm a reservation for you?*





Close The Sale

Overcoming Resistance

- *What questions may I answer to help you make a decision today?*
- *What additional information about the property or area may I provide you to assist in getting this reservation confirmed?*
- *Since that is one of our busiest weekends, I would not want you to miss this. Would you like for me to hold this room? You can cancel any time within 48hrs of arrival.*





Close The Sale

Advancement – Secondary Ask

- *May I make that reservation for you now, Mrs. XX?*
- *Would you like me to put a reservation on a 6 pm courtesy hold for you?*
- *May I reserve a room for you at this time, Mr. XX? We do allow cancellations up to 6 pm on the day of arrival.*
- *Other than rate, what else is keeping you from confirming this reservation at this time?*



AIHP CALL OUTREACH

Let's Listen



BEST PRACTICES



CONNECT

Start with proper
greeting
Ask open-ended
questions



DISCOVER

Engage in the
conversation



DELIVER VALUE

Give tailored
recommendations
Maintain a positive
tone



CLOSE

Ask for the reservation
Thank the caller

The Eight Steps & The Magic Formula



1. Use Approved Greeting

- Answer within three rings.
- Use approved greeting.
- Make appropriate transfer.
- Say reservations greeting.



2. Engage Active Listening

3. Verify OTA Rate

4. Demonstrate Knowledge

- Match day with date and determine number of people.
- Ask about frequent stay program.
- May I ask what brings you to the area?
- Have you stayed with us before?
- Ask for and use guest's name.



5. Build Value to Convert
Reservation at Published Rate

- Offer personalized benefits before rate.



6. Empowered (Up)Selling

- Upsell (two room options/rates).
- Ask to confirm
- Provide fallback options.
 - Stress limited availability.
 - Give 2-3 additional benefits.
- Mention guaranteed satisfaction.

7. Match Rate

- Yield: Offer fallback rate.

8. Confirm Reservation

- Try a second ask to confirm.
- Thank you!

Confirmation Email Tips



Mobile friendly

Phone number in body

No attachments if possible

Restate benefits

Upselling opportunities

Links to direct pages for amenities

ACTION PLAN FOR YOUR SUCCESS

1.
ASSESS

2.
MEASURE

3.
REINFORCE

4.
CELEBRATE



Q&A



Thank
& you

About Signature Worldwide

Signature Worldwide is a training and business solutions company dedicated to helping clients create legendary experiences for their customers while increasing sales.

- Over 30 years in business
- Hospitality: Reservations, Sales, Service & Management Programs
- 175 employees and growing
- Over 60 different countries have companies using Signature Worldwide services
- Headquarters in Columbus, Ohio





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Thank you for learning with us! Please complete your evaluation and hand it to the room host before leaving the room!