

REVINATE NON-NEGOTIABLES



START WITH THE PROPER GREETING

- ▶ Use the property's full name, state your own name, and ask for the guest's name.



ASK OPEN ENDED QUESTIONS

- ▶ Ask qualifying questions to identify the guest's needs.
- ▶ Use information provided to build rapport and sell the experience.



ENGAGE IN CONVERSATION

- ▶ Use the guest's name conversationally, but discreetly throughout the call.
- ▶ Use information learned through discovery or from past stays (using CRM) to build rapport.
- ▶ Share a bit of yourself by giving them a local viewpoint.



GIVE TAILORED RECOMMENDATIONS WITH CONFIDENCE AND PRIDE

- ▶ Use information gathered to tailor recommendations to the guest's specific needs.
- ▶ Show interest and concern for the caller's satisfaction.
- ▶ Lead the conversation and try to anticipate needs.
- ▶ Drive call with confidence and pride.



MAINTAIN AN UPBEAT FRIENDLY TONE AND CADENCE

- ▶ Use a pace that is appropriate, clear, confident, and mirrors the caller.
- ▶ Maintain an energetic, enthusiastic, yet gracious tone throughout the call.
- ▶ Be well spoken, avoid slang, phrase fragments, "dead air", and no "ums"



ASK FOR THE RESERVATION

- ▶ Ask for the reservation after effectively selling the tailored experience. While this seems obvious, NAVIS data shows that agents skip this step 60% of the time.
- ▶ Recap the reservation guidelines, deposit, and cancellation policies



ATTEMPT TO OVERCOME OBJECTIONS

- ▶ Overcome objections by leveraging urgency, requesting flexible dates, and asking additional clarifying questions.
- ▶ In lieu of offering discounts, find alternative options to overcome the guest's objections to making the reservation



OFFER TO FOLLOW-UP WITH OUTBOUND CALL

- ▶ Attempt to follow-up with a guest if they need to speak to another party prior to proceeding with securing a reservation.
- ▶ Offer to set up a follow-up appointment.



THANK THE CALLER

- ▶ Politely close call with sincere appreciation and rebrand the property.
- ▶ Offer additional assistance.
- ▶ Give anticipatory remarks



CREATE AN ACCURATE AND HIGH QUALITY LEAD

- ▶ Capture the guest's email address, dates of stay, and reason for stay.
- ▶ Accurately fill in all the Lead fields (room, price quote, number of guests, and country).
- ▶ Lead notes deliver accurate information with details, including any special requests