

# Reservation Phone Spiel

## Tips on Converting the Sale

Advanced customer service, product knowledge and reservations efficiency is the key ingredient to turning an initial enquiry into a confirmed reservation, contributing to enhanced profitability and sustainability.

We all know the benefits of commission free direct reservations – are your team driven to convert the enquiry into a sale?

To ensure you are one step ahead of your competition we have developed an effective phone spiel in order to increase booking conversion rates and occupancy.

## Always remember

Please answer the phone within three rings

Talk with a smile on your face

Build customer rapport

Your mission is to convert the sale

**1** "Thank you for calling (hotel name); this is (your name) speaking, how can I help you?"

**2** "Certainly, can I start by asking who I'm speaking with?"

Please then reference caller's name throughout the call.

**3** "What date did you have in mind?"

**4** "Have you stayed with us before?"

This is your opportunity to search for the guest profile and merge accordingly if they have stayed with us before.

## 5 "Are you travelling for business or leisure?"

### IF BUSINESS

Are you calling from a company that may have corporate rates with us?

For new corporates, is there an opportunity to contract? PMS market group or segment should be business traveller

### IF LEISURE

Are you celebrating a special occasion?

If yes, please add requirement. PMS market group or segment should be leisure traveller.

## 6 "Are you a member of our rewards program?" (If applicable)

Explain your rewards program membership and ask if they would like to become a member

## 7 "How many people are we accommodating? The rate that I can offer you is..."

The number of people your are accommodating will lead to the room type that you offer.

## 8 "Can I go ahead and make a booking for you?"

### IF YES

Please then proceed and update booking details. Ensure check in and check out times are explained and ask for their ETA (estimated time of arrival)

### IF NO

If the reason is shopping around, please offer your name and number should they wish to proceed with the booking.

# Continue To Drive The Sale

**9** "Just to let you know the hotel facilities include..."

Please mention all hotel facilities and car parking locations and fees. Should there be an opportunity to make a booking in one of the hotel facilities please cross sell and book.

This is your opportunity to also cross sell your food and beverage offerings or any other incremental revenue streams.

Please repeat all booking details back to the booker advising them of your cancellation policy.

**10** "Can I offer you a confirmation message?"

Advise guest that you will send them a confirmation email or text message

**11** "Is there anything else I can help you with?"

Offer them your name and contact number should they require any further information.

Close the sale.