



Reservations Sales Training Workbook

This workbook will make it easier to take notes during the online learning modules.

Star Performance

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Introduction

Welcome to the online reservations sales training program, brought to you by Star Performance. Our goal is for you to learn some new skills in order to close more sales - and this workbook is just one tool that can help you get there.

Overview

There are seven different modules in this online class, and this workbook will follow along and enable you to more easily take notes to ensure what you learn you retain!

To get the most success out of this program you should:

- Watch each video introduction
- Complete the online exercises
- Fill out your hotel examples in this workbook
- Put what you learn into practice every day!

We hope you enjoy this program and if you have any questions, always feel free to email Bob@starperformanceinc.com!

Lesson One - What is Your Goal?

What is the ultimate goal of hospitality?

Answer here

What are the two parts to the goal?

Answer here

Answer here

What is the goal of a mystery shop?

Answer here

How can we develop better habits?

Answer here

Answer here

Answer here

Lesson One - What is Your Goal?

Why should YOU be great?

Answer here

Answer here

Answer here

Notes

Lesson Two - How People Buy

Do people still call to make a reservation?

Answer here

Stats - 85 and 4/13/2/2/1

Answer here

Answer here

Price

Answer here

Product

Answer here

Place

Answer here

Lesson Two - Why People Buy

Transaction v Experience

Answer here

Like and Trust YOU

Answer here

Logic v Emotion

Answer here

Notes

Lesson Three - First Impressions

You have 45 seconds to create like and trust.

First 7 seconds - what is happening?

Answer here

Answer the phone before the _____ ring? Why?

Answer here

How do we communicate? (7%, 38%, 55%)

Answer here

Upbeat, welcomeing and caring greeting - what are the 4 parts?)

Answer here

Lesson Three - First Impressions

Write out a typical greeting for your property using all 4 parts - greeting, property name, property city, agent name

Answer here

Bridging Statement - What is it?

Answer here

Notes

Lesson Four - Proper Phone Etiquette

You have 45 seconds to create like and trust. What if you have to put them on hold????!!!

Property On Hold Strategy - 4 Steps

Step One

Answer here

Step Two (two parts!)

Answer here

Step Three

Answer here

Step Four

Answer here

Notes

Lesson Four - Proper Phone Etiquette

Property Call Back Strategy

Step One

Answer here

Step Two (two parts!)

Answer here

Step Three

Answer here

Step Four

Answer here

Step Five

Answer here

Lesson Five - Qualifying the Need

Place Holder Stuff

Property On Hold Strategy - 4 Steps

Step One

Answer here

Step Two (two parts!)

Answer here

Step Three

Answer here

Step Four

Answer here

Notes

Lesson Five - Qualifying the Need

Write out a typical greeting for your property using all 4 parts - greeting, property name, property city, agent name

Answer here

Notes

Lesson Six - Presenting Your Offer

At this point, they either like and trust you or they don't.

You are not presenting to convince them, but rather to ...

Answer here

You are also giving them a story to

Answer here

What is a SWOT?

Answer here

Notes

Lesson Six - Presenting Your Offer

What does it mean to be NICE?

Notable - like what?

Answer here

Innovative- like what?

Answer here

Compelling - like what?

Answer here

Exciting - like what?

Answer here

Notes

YOUR PROPERTY

Use the first box to describe what is unique (NICE) about your property and the second box to describe the "classics" that still might be important to your customers.

NICE

Answer here

Classics

Answer here