



General Business Questions

Everyone has experienced changes in the last few years. On an initial call with a new prospect, you may want to start by getting an overview of their "new normal" within their organization by asking questions like:

"How have the last few years of the pandemic impacted your business?"

"Since the pandemic, has your business model changed? If so how?"

"Can you tell me a little bit about the culture of your organization? What is important to your leadership?"

"What gives you a competitive advantage with YOUR customers?"

"Can you share any of your company goals that might impact your travel process?"

"Do you see any major shifts in the way your company is approaching travel this year?"

"What are some of the business challenges you are facing this year?"

"Your company stands to benefit from the government infrastructure program - how will this impact your travel program?"

Hospitality Questions

Once you have a sense of how their business is doing, you may want to move into some more **hospitality-specific starter questions**. For example:

"How much does the company currently do in travel?"

Follow up - "are you expecting this to increase or decrease in the coming year?"

"What types of travelers do you have (execs, consultants, technicians, sales)?"

"What's your current decision-making process around travel now?"

"What brands do you currently use?"

"What attracted you to our brands?"

"Do you have a formal RFP process?"

"What is your hotel travel policy? "

"How do you choose preferred hotels?"

Challenge Questions

You might think of a sales need as the **problem, issue, or challenge** a potential buyer is trying to solve. For example, you might ask:

"Can you tell me about the present problem?"

Is traveler compliance with your hotel policy an issue for you?"

"What are you doing to try to improve compliance?"

"What issues or challenges are you facing?"

"How is your current solution working—or not working?"

"What bothers you about this situation?"

"What's the broader impact of this issue/problem/challenge on your organization?"

"What hotel partners have you worked with in the past?"

"What are our competitors doing that you like?"

Priorities Questions

Inquiring about potential buyers' **priorities, requirements, and objectives** will help you tailor your offerings. Ask questions like:

"What are the goals of your hotel program?"

Have you implemented any initiatives so far to help attain these goals?

How will you measure your results? What will success look like?

"What are your priorities in making this decision?"

"What kind of travelers do you have (executives, consultants, tech, long term)?"

"What's most important to you?"

"What are your key requirements or objectives?"

"Why is X important to you?"

"What would you like to see happen?"

"What's your desired outcome?"

Clarification Questions

A potential buyer may say something that causes you to pause and **seek clarification**. In these cases, you might ask:

"Can you give me an example?"

"Can you expand on that?"

"What do you mean by X?"

"Can you talk a little more about ... ?"

"This is what I hear from you. Is that accurate?"

Operational Questions

Often it is important to determine some of the specifics of their travel program. Sometimes these specific operational questions may lead to uncovering new or undiscovered client needs. We have compiled these sample questions to help with this:

"Does the account travel outside of the US?"

What percent of travel is in the US, Canada, Latin America?

Can you provide me a list of primary destinations/cities your travelers currently visit?

What percentage of the hotel bookings are made by the travel agent?

What percentage of the travel goes through the booking tool?

Is the travel program centralized (consolidated?)

Do you have a travel portal or intranet site?

Do you post promotions or reward program links on your portal?

Can a preferred hotel run a promotion or announce a renovation on the self-booking tool or on the travel portal?