



## **Reservations Sales Training Workbook**

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

Star Performance

For more info:  
[Bob@starperformanceinc.com](mailto:Bob@starperformanceinc.com)



# Introduction

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Welcome to the online reservations sales training program, brought to you by Star Performance, Inc. Our goal is for you to learn 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](mailto:Bob@starperformanceinc.com)

# Lesson One - What is Your Goal?

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**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 call?**

*Answer here*

**How do we develop better habits?**

*Answer here*

*Answer here*

*Answer here*

# Lesson One - What is Your Goal?

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**Why should YOU be great?**

*Answer here*

*Answer here*

*Answer here*

**Notes**

# Lesson Two - How People Buy

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**Do people still call hotels 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

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## 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, welcoming and caring greeting - what are the 4 parts?**

*Answer here*

# Lesson Three - First Impressions

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**Write out a typical greeting for your property using all 4 parts - greeting, property name, property city, and agent's 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????!!!

## Proper 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

## Proper Call Back Strategy

### Step One

*Answer here*

### Step Two

*Answer here*

### Step Three

*Answer here*

### Step Four

*Answer here*

### Step Five

*Answer here*

# Lesson Five - Qualifying the Need

As you continue to build your rapport with the caller, you will want to ask some questions - and LISTEN!

## Qualifying the caller

**What's the goal and intent behind qualifying the needs of your caller?**

*Answer here*

## Core Questions (in any order)

1. Did the agent ask and verify the dates of arrival and departure (including the days of the week).
2. Did the agent ask if the guest had stayed at the hotel before?
3. Did the agent ask the guest the reason for the visit?
4. Did the agent determine how many people will be traveling or how many rooms would be needed?
5. If applicable - did the agent ask the guest if they are a part of the brand loyalty program?

In the sections that follow - make any notes on the question and then write a sample of what you might ask.

**Did the agent ask and verify the dates of arrival and departure (including the days of the week)?**

*Answer here*

# Lesson Five - Qualifying the Need

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**Did the agent ask the guest if they had stayed at the hotel before?**

*Answer here*

**Did the agent ask the guest the reason for the visit?**

*Answer here*

**Did the agent determine how many people will be traveling or how many rooms or beds would be needed?**

*Answer here*

**If applicable, did the agent ask the guest if they are part of the brand loyalty program?**

*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

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**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*

# Lesson Seven - Presenting Your Rates and Upselling the Experience

In this session we are talking about how you quote rates and describe your rooms - and offering options.

**Avoid the One Option Quote - what is wrong with "We have a standard room available at \$109, would you like that?"**

*Answer here*

**When is it okay to only give one option?**

*Answer here*

**Describe the Goldilocks Concept**

*Answer here*

**What is the ideal number of options to give? Why?**

*Answer here*



# Lesson Seven - Presenting Your Rates and Upselling the Experience

## The Options Blueprint - Start Low to High

### Option One - Room type, description, rate

*Answer here*

### Option Two - Room type, description, rate

*Answer here*

### Option Three - Room type, description, rate

*Answer here*

### Notes

# Presenting Your Rates and Upselling the Experience

**Close the deal!**

**Did the agent ask to make the reservation immediately after quoting the rate?  
Write a sample of what you would say.**

*Answer here*

**Rate Resistance - Economic and Ego**

*Answer here*

**BAR Defined**

*Answer here*

**Hold Firm or Negotiate**

*Answer here*

**Notes**

# Putting It All Together

Here is a great "cheat sheet" to use as you start to develop your best habits.

- Answer the phone before the 4th ring
- Upbeat welcoming greeting - 4 parts
- Greeting, Property Name, Property City, Agent Name
- Bridge statement - "May I ask a few questions to help me find the best room available for you today?"
- Verify arrival and departure day - and dates
- Has the guest stayed with us before?
- How many people/how many rooms?
- What is bringing them to the area?
- If applicable - is the guest a brand loyalty member?
- Make your NICE statement (notable, innovative, compelling, exciting) before you quote your rates.
- 3 Options - room type, description, rate
- Assumptive close - which option will work?
- Thank you!