



## **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:  
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# Introduction

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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](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?**

*Answer here*

**How can 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 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, welcomeing 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, 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

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**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

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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*