



**FRONT DESK / RESERVATION SALES TRAINING**

**GOAL**

- To provide the front desk and reservation team(s) with knowledge, tools and techniques that will assist them in:
  - *Becoming more effective in converting inquiries into definite bookings*
  - *Developing a proactive approach to sales to generate more business for the property*
  - *Taking customer service to a higher level while building loyalty amongst property's guests*

**COURSE DETAILS**

**Target Audience:** Front Desk / Reservation Team(s)

**Length of course:** Available in one and two-day formats

**Location:** On-site / Regional

**Delivery:** Interactive format; including presentations, discussions, attendees' participation, role-playing, handout material.

**Pre course exercises:** To be completed prior to the training

**OBJECTIVES**

- Provide reservations team with a proactive and systematic approach to generate business and convert inquiries into definite bookings.
- To provide participants with the best practices of customer service and reservation sales in the hospitality industry
- To increase participants' awareness of the important role they play in creating the ultimate guest experience
- To provide the front desk team with the tools to overcome difficult client situations

**CONTENT OVERVIEW**

**Creating the Ultimate Guest Experience**

- Identifying lost opportunities
- Best practices to build rapport and loyalty

**Anticipating Guest Needs**

- Accommodating vs. anticipating guest needs
- Identifying opportunities to create the ultimate guest experience

**Optimizing the Reservation Sales Process**

- Order taking vs. creating a buying environment
- Systematic approach to reservation sales
- Critiquing reservation test calls

**Suggestive Selling**

- Identifying all opportunities to up-sell
- Implementing up-selling techniques

**Guest Recovery**

- Understanding why guests complain
- Steps to a successful guest recovery process
- Defusing an upset guest

**Effective Telephone Techniques**

- Creating a positive first impression
- Properly handling call transfers
- Avoiding "passing the buck"

**Establishing Best Practices**

- Developing a personal action plan