

	RESOURCE LIBRARY - RESERVATIONS Increasing Sales in Reservations	CODE: 03.01.066
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Policy: The hotel aims to convert as many calls into reservations and through a reservation department equipped with the right sales skills, knowledge and courtesy. The reservation agent should be able to identify the guest's needs and expectations, present the hotel to the caller using benefits instead of feature, overcome any customer objections and up sell room types and packages/food & beverages etc.

政策: 通过具备销售技巧, 销售知识以及礼仪, 将更多的电话转化为预定。预定销售员必须理解客人的需要及期望, 在跟客人解释时, 跟客人说得更多的是给客人带来的好处而不是只是说特点, 化解客人任何的异议, 销售更好的房型, 包价, 餐饮等等。

Goals: To provide professional and consistent service and maximize the revenue.

目标: 提供个性化, 持续的服务, 提高收入。

Steps步骤:

The hotel must identify the unique selling points of each room type and define benefits for the different market segments.

酒店必须明确每个房型的卖点, 及不同房型对不同客人的吸引力所在。

It is recommended that the reservation agent understands the differences between a feature, an advantage and a benefit. Therefore it is important to provide the reservation department with standard from clarifying the 3 criteria per room type in the hotel.

预定销售员知道什么是特点, 优势以及益处。以下这个例子可以说明

Features: Bedding configuration, positioning the room within the building (view, floor...)

特点: 床型, 房间在建筑物内的方位 (景色, 楼层.....)

Advantages: A family room can accommodate up to 2 adults and 2 children, upper floor has access to a nicer view...

优势: 家庭房可以容纳两个大人两个儿童。楼上的风景很漂亮.....

Benefits: A connecting room gives you more privacy; it would be quiet on the upper floor...

益处: 连通房更有私密性; 楼上更安静些.....

To understand the differences, the reservation agent must:

理解这三点的不同, 预定员必须

Listen to the caller to understand their requirements for a comfortable stay

聆听客人, 理解他们对理想入住的要求

Ask the right questions

询问正确的问题

Use the information obtained for upsell purposes

根据已经掌握的信息追加销售

The reservation agent will highlight the advantages and benefits depending on the guest's needs. It is important to know that every customer at the hotel comes with a different need/expectation.

根据客人的要求, 预定员强调优势及益处。理解酒店内不同的客人有不同的期望很重要。

Looking into the behavior of the following types of clientele will help you to provide the right benefits and enable you to increase the sale by converting a call in to a reservation:

仔细观察以下几种类型的客人, 你会提供正确的推荐, 从而你有更多的机会将电话转化为预定:

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Individual business man

商务男散客

Individual business woman

商务女散客

Young couple with a baby, family

带有小孩的年轻夫妇，家庭

Retired couple

退休的夫妇

Wedding anniversary

结婚纪念日

Tourist couple

夫妻游客

Other types to define base on hotel specifics

其它以酒店特性定义的类型

Handling objections

处理异议

The reservation agents need to find out the reason of the objection and respond accordingly.

预订员需要找出异议存在的原因并给出适当解答

If the client says it is too expensive, the objections related to price is not handled in the same way as other objections. They need to be justified by adding additional benefits and asking direct questions:

如果客人说是因为太贵了，这类设计价格的问你题就不能以处理其它异议的方式处理，可以给客人增加额外利益并可直接提问客人：

“Sir, may I know your budget?”

“先生，我能知道您的预算吗？”

“Are you looking for anything in particular?”

“您需要什么更具体的东西吗？”

“May I suggest another XYZ chain/property hotel?”

“我能给您介绍其它雅高酒店吗？”

“Where would you like to be situated?”

“您想要位于哪的酒店？”

“Do you have a preference for location?”

“您对地理位置有什么偏好吗？”

“Are your dates as provided flexible?”

“您的日期可以变更吗？”