



Reservation Makers: Keeping your brand voice alive in the reservation process

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Agenda



Topics to Cover

- Strategies to turn your agents into reservation makers
- Coaching tactics that boost agent conversion and performance
- How to bring your brand history into the conversation

64%

OF GUESTS DO NOT BOOK ON
THE FIRST CALL WITH AN AGENT

Strategies to Transform Your Team to Reservation Makers



The Empowered Agent

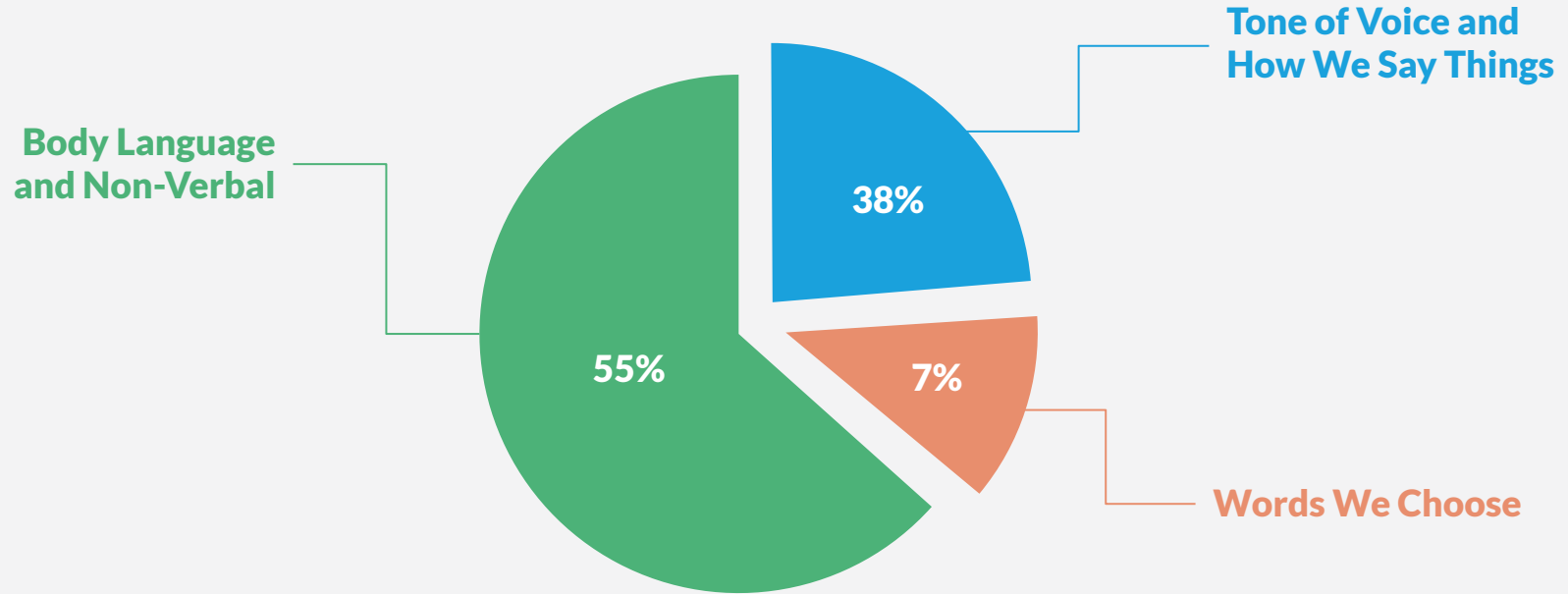
53%

Of all customer loyalty
Is driven by the sales experience



Tone & Cadence

Personal Communication



Don't Stop Listening

- Importance of Active Listening
- Authentic and Conversational Interaction
- Need to be Curious About the “Why”
- Be “a friend or confidant”



The Power of Data and Notes

- CRM/PMS Integrated Technology
- Continuation of Conversation
- White Glove Concierge Service
- 2nd and 3rd Chance booking Opportunities



Key Call Elements

The 7 Non-Negotiables:

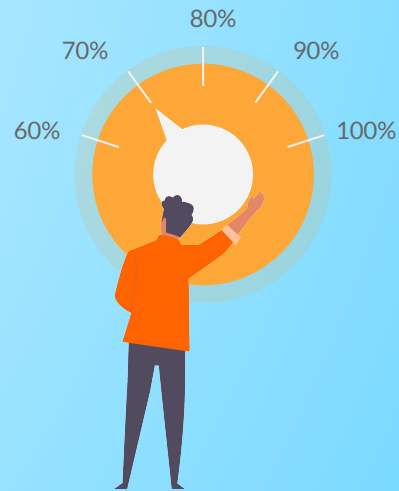
- ✓ Use the Proper Greeting
- ✓ Create a Dialogue
- ✓ Personalize the Conversation
- ✓ Convey Confidence and Pride
- ✓ Be Professional and Courteous
- ✓ Ask for the Reservation
- ✓ Thank the Caller

What it looks like:

- ✓ Use the property's full name, say your own name and ask for the guest's name.
- ✓ Open-ended qualifying questions. Leveraging information to build rapport. Sell the experience. Have a conversation.
- ✓ Use caller's name. Speak to what you've discovered. Share a bit about yourself.
- ✓ Letting callers know your property meets THEIR needs. Offer value before price.
- ✓ Speak in slang-free, full sentences. Use natural and friendly tone. Avoid dead air and excessive hold times.
- ✓ Ask for the sale, after you have earned the right to do so.
- ✓ Thank the caller and brand with property's full name

Measure

- Monitor and Analyze agent-customer conversations
- Agent Performance Metrics Beyond the Score
- Incentivize



Coaching Tactics

The goal of scoring and coaching is to improve individual agent's inbound call conversion and sales skills



Bring YOUR Brand History into the Conversation

- Mission Statement for Your Team
- Aligning Marketing and Reservations
- Create Experiences for Your Team
- First Time Guest vs. Repeat Guest

