

“Thank you for calling the Baymont Inn & Suites, this is ____, how may I help you?”

“For which date will you be arriving?” “How many nights?” “How many adults and children?”

Match Day with date to confirm---“Arriving Monday, August 11 and Checking Out Friday?”

“Have you stayed with us before?”

IF YES – “Great! We are glad to have you back.” Skip to make reservation using history.

IF NO – Continue to make sale.

“What brings you to the area?”

Describe hotel amenities based on answer: Type in COMPANY info whenever possible!

GSU visitor: “We are located less than ½ a mile from the main entrance to the university, and offer a free hot breakfast with eggs, sausage, grits and homemade waffles. All of our rooms have a 42” LCD High Definition Television with DVD player, new Serta pillowtop beds, and a desktop computer with internet!”

Business Traveler: “We offer a free hot breakfast with eggs, sausage, and homemade waffles and also have high speed wireless internet and a fitness center and free gym access. All of our rooms have a 42” LCD High Definition Television with DVD player, new Serta pillowtop beds, and a desktop computer with internet!”

Leisure Traveler: “We offer a free hot breakfast with eggs, sausage, and homemade waffles. All of our rooms have a 42” LCD High Definition Television with DVD player, new Serta pillowtop beds, and a desktop computer with internet! We have a swimming pool and also rooms with large jetted tubs.”

Quick Description: “We have a full hot breakfast, 42” high definition tvs, pillowtop beds, and a desktop computer with internet in every room.”

Weekday—“Our standard rates normally start at \$69 per night, but right now we have a weekday special of \$59 for a room with 2 queen size beds or \$64 for one of our larger king premium rooms with a jetted tub. Which would you like to reserve?”

Weekend—“We have rooms with 2 queen size beds for \$69 per night or one of our larger king premium rooms with jetted tub for \$79 per night. Which would you like to reserve?”

Offer S3A or SSR rate if you get rate resistance and it is available on Opera (not too busy).

[Make sure it is not a special event rate for that date -- check rate in Opera before quoting]

Handle objections—“Sir (mamn), what have I failed to mention that you are looking for?”

Offer additional amenities, Offer suite for same price, Emphasize good location, etc.

Negotiate rates as needed—You can lower rates when not a busy day, hold rates when busy.