

“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?”

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

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, pancakes. 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, pancakes and also have high speed wireless internet and a fitness center. 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, pancakes. 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 also have rooms with large Jacuzzis.”

Quote Rate—“Our standard rate is \$79, but right now we are offering an introductory rate of \$64 for all of our rooms.” [Make sure it is not a special event rate for that date]

Sell Room—“We have a room with 2 queen beds or 1 king bed (with Jacuzzi). Which would you like to reserve?”

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.