

“Thank you for calling the Sleep Inn, 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! It is great 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!

Business Traveler: “We offer a free breakfast with fresh waffles, hard-boiled eggs and sausage biscuits and also have free high speed internet. All of our rooms have a 32” flat panel television with DVD player. You can workout at the Golds Gym while staying with us.”

Leisure Traveler: “We offer a free breakfast with fresh waffles, hard-boiled eggs and sausage biscuits and also have free high speed internet. All of our rooms have a 32” flat panel television with DVD player and free DVD movie rentals.”

Quote Rate—“We have a special rate of \$59 for all of our rooms”

Sell Room—“Would you like to reserve 2 queen beds or 1 king bed?”

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

For rates you can offer 10% off (SCR-S3A-SSC) or setup company rate for them (L53-L49).

Only go down on rates if the customer asks for it. We need to maximize the amount we get.

Offer additional amenities, Emphasize good location, etc.