

“Thank you for calling the Travelodge 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!

Describe hotel to guest: “We offer a free hot breakfast with eggs, sausage, and homemade waffles. All of our rooms have a 37” flat-panel Television and a desktop computer with internet in the room!”

Add any information pertaining to the reason they are coming to the area.

Quick Description: “We have a full hot breakfast, 37” flat-panel tvs, and computers with internet in every room.”

---

Ask for the Sale—“Our standard rates normally start at \$54 per night, but I can offer you our corporate rate of \$48.60 for a room with a king or 2 queen size beds. Which would you like to reserve?”

[Make sure it is not a special event rate for that date -- check rate in Wynguest 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 (25% off \$40.50 lowest), hold rates when busy.