

Are you Listening? Don't Fight on Price... Fight on Smarts!



The telephone rings. The Guest Service Representative (GSR) picks up the phone. The fight for the reservation begins. All too often these conversations rapidly move towards price. Either management has made a decision to lower rates or the GSR takes the easiest route to complete the sale... the lowest price they are empowered to offer. These actions only serve to reduce profitability.

WAIT! Let's understand the magnitude of this loss of profitability.

1. By reducing price, you will not gain market share.
2. Worse, you just can't raise rates again. You will irritate and lose guests if you do. It will take time to recover rate.

Studies done at Cornell verify the above conclusions. Yet many of our properties are in a race to destroy their own profitability.


Successful management teams are in the business of creating enduring relationships with their guests.

This begins with the first point of contact... the reservation call. Your GSRs need to take control of the call from the "Good Morning" (stated with energy and a smile) to the "Thank you for your reservation" (you would be surprised at how many properties fail to thank their guests).

There are other simple ways for the GSR to establish a relationship with the guest while putting together the best guestroom offer. For example, "What brings you to my city?" is a remarkable first question. It allows you GSR to quickly understand what the guest is looking for and to put together the best guest room offer (state the benefits before rate) for this specific guest. Think of it. Your GSR will be offering the guest a room type with the amenities the guest needs... at a competitive rate... not the lowest rate.

And think about having your GSR offer three room types. One at a higher rate (a suite). One mid-range and one at the rate of the day. Many people will take the higher rated room. Over 60% will take the middle offer... a confirmed reservation... at rates higher than your walk rate.

The WeTrainHotels.com Conversion Success Program will have your team focused on these issues.



Formula for Conversion Success

The Diamond Formula for Conversion Success

This is an eleven step web-based program focused on Best Industry Practices for effectively turning room inquiries into room nights at higher rates. For a sample module go to:

www.wetrainhotels.com

WeTrainHotels.com is an award winning, online training tool designed specifically for the hospitality industry. It was created to engage the next generation of staff through a fun and interactive web interface using the latest in web technology, video and animation.

Please go to www.wetrainhotels.com and click on [Library] for more information or contact Laurence Marans at