

## 2010. Where are your Guests Today? Part II

Your  
Mission  
is to provide  
Service that  
Exceeds  
Expectations  
to our guests at  
every point  
of contact.

What are your expectations for 2010? Is your mind set on trying to match last year's results or do you believe you are positioned to gain market share in a difficult business environment?

At most properties, from 60 to 90% of revenues is generated through our front desk teams. They are the ones that meet, greet and establish relationships with our guests. They make the reservations. They are the problem solvers (read resolvers).

Surprisingly, few of our properties treat the front desk team (I will refer to them as GSRs - Guest Service Representatives) as an integral part of the property's sales team.

And few actually train this valuable team in the art of selling. And in complaint resolution.

Think of the benefits.

- ▲ A brief conversation that establishes why the guest is arriving at the property and establishing a relationship with the guest... and a great first impression
- ▲ Greeting the guest with a smile and a hello... the GSR's eyes are not fixated on the computer
- ▲ Selling the guest a room that meets their needs and expectations... not the least expensive room
- ▲ Setting up a platform for successful complaint resolution. You have already set the tone for the stay. The guest knows that you are trying to deal with him in a manner that will exceed expectations.
- ▲ Establishing guest relationships that provide leads to future business opportunities. This results in referrals to the sales managers etc.
- ▲ Creating an atmosphere where the guest feels appreciated and wants to return to the property and recommend it to others. Let's face it, this is the most effective sales tool you have.

Can you afford not to train?

And it's not just the GSRs. Every member of your frontline teams (housekeepers, maintenance, food and beverage etc. should be trained in best service practices. The benefits are not just in increased property revenue but in reduced property expenses as staff turnover declines... a direct result in investing in your team. (See Part I of this series)



### The Diamond Formula for Conversion Success

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](http://www.wetrainhotels.com)

WeTrainHotels.com is an award winning, online training tool designed specifically for the hospitality industry, 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](http://www.wetrainhotels.com) for more information or contact Laurence Marans at*