

Why Isn't Front Desk a Full Member of the Sales Team?



The facts.

- ✦ Up to 80% of our reservations are made by the Front Desk team.
- ✦ Too many calls are rate driven and result with a hang-up. Most properties convert less than 30% of room enquiries into room nights.
- ✦ Too many walk-ins result in walk-outs.
- ✦ We are always asking the Front Desk team to up-sell the product.
- ✦ Many of our Front Desk team sell the least expensive room... take the path of least resistance.
- ✦ Sales team members are sent for training but rarely the front desk team.
- ✦ If we improve revenue from selling rooms at higher rates, virtually all of it drops to the bottom line (example... if you sell \$600,000 in guestrooms and improve revenues by 3%, then profitability improves by \$18,000).

The **Diamond Formula for Conversion Success** is an eleven step web-based program for converting more room enquiries into room nights at higher rates. For a free sample module, go to www.wetrainhotels.com.



Formula for Conversion Success

So we expect front desk to act as professional sales people do. We give them so much responsibility and we expect so much of them yet we are not willing to invest in them. It doesn't make sense.

The *Diamond Formula for Conversion Success* is designed to give your Front Desk Team the knowledge they need to increase conversion at your property. Using time-tested tactics, they will learn how to:

- ✦ Create a compelling offer.
- ✦ Meet and beat rate resistance.
- ✦ Up-sell to guestrooms that meet guest needs.
- ✦ Fill more rooms than ever before while raising average daily rates.

Web-based training is cost-effective, easily accessible, and available 24/7. 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.

The focus of the website is to enable hotel properties to exceed guest expectations by allowing them to focus: on the Guest; on driving *Industry Best Practices*; and on winning the war for market share while expanding profitability.



Great Training is Now Only A Click Away!

Get your feet wet. Until September 30, 2010, take any single program for only \$25*. Call 1-866-855-1769 and make great training a reality!

Please go to www.wetrainhotels.com for more information or contact Laurence Marans at