

Reservations *CAT Reports*®

The lodging industry's guaranteed best training tool for achieving *Reservations Sales Excellence* in the real-world of over-informed, multi-tasking callers with too many choices.

Here's Why Reservations Coaching, Assessment & Training (CAT) Reports Are The Industry's Best Reservations Sales Training Tool:

- ★ Flexible scoring criteria, fully customized for your hotel, company, brand, & market segment.
- ★ Call scenarios and diverse mystery shoppers that reflect real-world callers to avoid detection.
- ★ **CAT Reports**® are delivered online; an e-mail notification includes a link directly to the report and audio recordings. MTD and YTD trend reports are issued monthly in Excel format.
- ★ "Qualitative," letter-graded scoring system for evaluating overall effectiveness, in addition to traditional "quantitative" checklist reporting, provides a more accurate reflection of sales efficiency.
- ★ All reports include coaching and training tips and suggestions that show agents how they can better handle future calls of a similar nature.

Select The Format That Best Meets Your Needs:

Format One: Customized checklist report with flexible criteria; results delivered online with e-mail notification, linking directly without log-in to the audio recording and checklist. Includes letter-graded "quality" scoring system in addition to the traditional numerical scoring model. This format report also includes coaching and training tips in a summary format that highlights the most significant training opportunities from calls of a similar nature. **\$25 Per call report.** *

Format Two: In addition to the above components, this format also include a more detailed narrative coaching and training analysis of the entire call, containing numerous and specific examples of how to better-handle future calls of a similar nature. **\$35 Per Call report.** *

* Note: Additional surcharge of \$3 for either format to confirm reservations as part of the mystery shopping process.

Kennedy Training Network

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Authorization Statement: I hereby verify that the staff fielding incoming reservations calls for the above hotel or company are aware that calls are recorded for training purposes.		