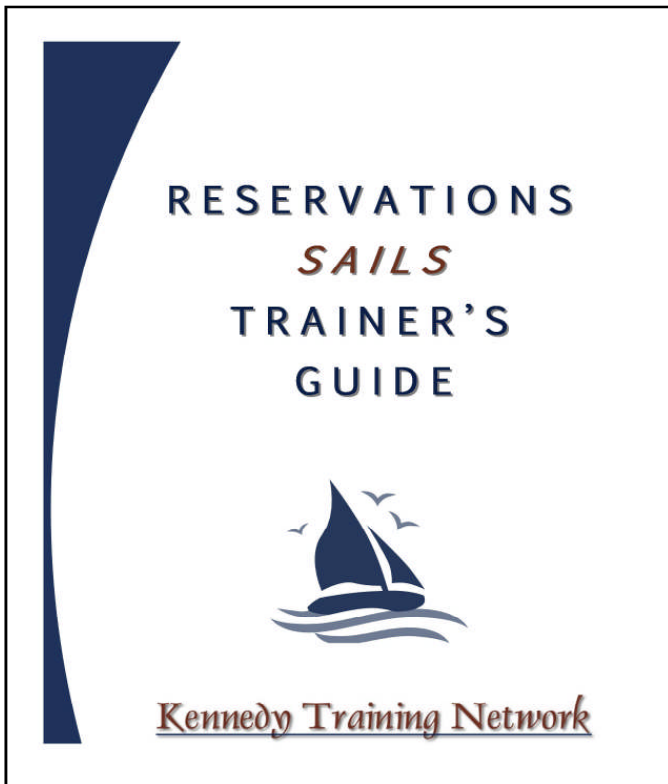




Are Your Reservations Agents Ready For The **Value-Driven Deal-Seekers?**

Today's callers have read countless media headlines such as "hotel discounts are there for the asking," most of which say "call direct and ask-ask-ask for specials." As a result, today's agents must go beyond offering "inventory search support" and laundry-listing features already viewed online. Instead, we need real conversations with caring agents who are your hotel's "storefront window," reassuring callers you are the "best value" and choice. This program gives your managers a training tool for maximizing call conversion ratios and increasing average-revenue-per-booking in the face of declining call volume that seems inevitable for 2009.



Investment: \$229 - Three Ways To Order:

- Complete the order form below and return via fax with credit card details; or mail the form with a check.
- Or, request and receive from KTN by e-mail an electronic invoice for secure online payment by credit card or bank routing number (via PayPal).
- Or just call us directly with your order and credit card details. (866) 860-8955

A paid receipt will be included with your order.

Kennedy Training Network

Kennedy Training Network, Inc.
1926 Hollywood Boulevard, Suite 312
Hollywood, FL 33020
www.KennedyTrainingNetwork.com
Ph: (954) 981-7689 Fax: (866)599-3849

The Reservations SAILS Trainer's Guide Includes:

- Copy of the PowerPoint from KTN's Reservations SAILS Training that can be easily edited, changed and adapted for your hotel, company, or call center.
- Authorization to use KTN's copyrighted content for internal training by the company purchasing this program.
- Instructor's notes and recommended discussion points from each of the six modules (30-75 min's).
- Directions for interactive activities and exercises that make training engaging, fun, and that ensure a transfer from the workshop to the workplace.
- Copies of Doug Kennedy's most popular articles on reservations selling and revenue optimization.
- Overview of how to best measure reservations sales excellence; best practices for staff recognition and/or incentive programs.

KTN's Reservations SAILS Program Covers :

- Introduction to current industry trends requiring a more "conversational" and less "transactional" approach.
- Situational Sensitivity: Discovering and selling to the unique and different "story" behind every call.
- Alluring and enticing with visually and emotionally descriptive language, needs-based recommendations, and "just for you" selling. (Versus listing, informing, and notifying.)
- Investigative questions to control the conversation, show empathy, and to find out more about "the story."
- Listening Interactively; uncovering and overcoming objections include "rate" and "product."
- Securing the reservation, creating urgency, and removing barriers to commitment. Using pro-active follow-up when you don't get the sale.

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Order Form

Hotel / Company Name

Print Name

Title

Phone

E-Mail

Total Fee: \$229 plus \$9.95 Shipping & Handling (\$238.95 Total)

Check one:

Payment by the enclosed check _____ Charge the credit card below for the above fee. _____

Card Number

Expiration Date

Security Code

Name On Card (If different from above.)

Billing Address

City

State

Zip

Signature

Date

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