

Presents

Revenue Optimization Strategies For Today's Front Desk Salesperson

MAXIMIZING REVENUE OPPORTUNITIES AT THE RECEPTION DESK

This program explores the important role of the front desk team in optimizing revenues and maximizing RevPAR, and for full service hotels, improving RevPAC. Participants come to understand their vital role in helping to execute the hotel's rate and distribution strategies during interactions with guests every day. This training track is perfect for organizations which are ready to integrate their strategic philosophies with the tactics used every day at the front desk. Each training tip provided can help generate more revenue that goes straight to your hotel's bottom-line.



This program presents practical tactics and sample dialogue on the topics listed below. Depending on your hotel's location and market segment, the workshop content is adjusted to focus more attention on the main areas of opportunity.

Maintaining "Rate fences." Some savvy guests have become proficient at both negotiating and re-negotiating their rates, creating rate slippage at registration. Participants learn how to gently and politely maintain rate fences rather than just dropping the price.

Mastering "Channel Conversion" Techniques. Many of today's travelers are now calling to double-check that the rates they see at OTA's are in fact the lowest. Others are happy to pay the rate listed on the OTA but prefer to book directly. Presented are easy methods for converting such inquiries into easy sales.

Upselling at Registration. The registration process presented arguably the best opportunity to upsell guests to higher-rated accommodations. For one, the original amount of their reservation has already been "spent" in their minds. Also their needs might have changed en route, or the impulse of the moment might make them more receptive. Or perhaps a third party made the reservations so they are not even aware. Presented are innovative ways of offering the upgraded room option in a positive way and conveying value.

Capturing Walk-in Business and Securing "Move-Overs." Rather than simply answering the caller's question "What is the rate?", there are many other tactics agents can use to avoid the response of "Okay, let me check with my wife in the car and I'll be right back."

Capitalizing on "After-Hours" Leads. Those who plan meetings, events, or group / corporate travel do not always call during regular hours and workdays. This segment prepares the front desk sales team to properly field the lead and to present a positive first impression of the hotel team.

Hospitality and Guest Service Excellence. With the proliferation of online guest reviews and social media postings, what happens in the hotel today will be online tonight into the future. This segment reminds your staff that today's guests can become our biggest advocates and apostles or our worst nightmare.

This workshop is targeted for all front desk associates, supervisors, and managers.

This workshop is presented in a half-day format, which is repeated to allow for coverage. The ideal group size is 5 to 25 participants.



This workshop is facilitated by

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