

Presents

Contemporary Approaches For Upselling At Registration

MAXIMIZING REVENUE OPPORTUNITIES AT THE RECEPTION DESK

This engaging workshop first explores that upselling at registration benefits all parties, including the guest who arrives early, the guest who might not otherwise be aware of upgraded room types, such as if their reservation was made by a third party, or the guest whose needs changed en route.



This engaging workshop offers a contemporary new approach for upselling at registration. First, a pre-training consultation is held with managers to explore how to measure success at upselling and how to implement a staff recognition and/or incentive plan. Participants learn how to review the arrivals list and to recognize the best candidates for upselling, such as those who have pre-paid reservations or those with special requests. After reviewing the techniques below, participants then experience a "FAM Tour" of the higher-rated room types and/or suites. Finally, they have a chance to practice using the techniques through interactive role-playing exercises.

Reassuring The Guest That The Room They Pre-Reserved Is "Still A Good Option." When attempting to upsell, it is important not to make their original accommodation sound undesirable. This is especially important for repeat guests and those who are high status members of guest loyalty programs.

Probe To Find Out If The Guest Is Aware of Upgraded Options. What to ask to find out if the guest is interested in more details about better options.

Presenting The Availability of Upgraded Options As A Unique Opportunity. What to say to position higher-rated options as being a special chance to experience additional benefits.

Using An Incremental Sales Approach. How to position the additional cost for the upgrade as offering a good value. How to convey the benefits of upgraded options.

"Rate Framing Techniques" For Use During Periods of Lower Demand. Mentioning higher "normal" rates first to present the current rates as being a good value.

Using Needs-Based Recommendations And Endorsements. How to use needs-based suggestions when describing upgraded accommodations.

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 KTN President Doug Kennedy

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