

Presents

# *Strategies For Reservations Sales Success Via Email and Click-To-Chat*

## CONVERTING EMAIL AND CHAT INQUIRERS WHO ARE ALSO CONTACTING YOUR COMPETITION

This interactive workshop presents practical tactics and simple ways to personalize your responses to email (and chat) inquiries and make them stand-out from others. It is ideal for lodging companies that frequently receive reservations inquiries via email, whether from their own website or from third party listing service.



If your lodging company recognizes that the email in-box is essentially its own distribution channel, and if you are looking to move beyond using impersonal template responses, then this is an essential training opportunity for your team. (The content also addresses click-to-chat if it is being used.) This is an engaging and “hands on the keys” workshop. After exposure to these new approaches, participants then practice writing responses to real-world inquiries selected in advance by your trainer, which are then critiqued by the group.

**Embracing Email (and Chat) As A Unique Distribution Channel.** Although some might prefer that prospective guests book online or call directly, smart organizations recognize that some individuals for whatever reason prefer to inquire by email and/or click-to-chat. After all, they are the customer!

**How To Sort And Prioritize Email Inquiries To Ensure A Timely Response.** While it is important to respond to all email inquiries in a timely manner, some emails deserve high priority attention.

**Recognizing “Clues” That Indicate “The Story” Behind The Inquiry.** Participants learn how to “read between the lines” and to use any details mentioned in the “comments” field to personalize a response.

**Using An Investigative Questioning Process.** When senders do not provide necessary details, it is often helpful to respond with questions to determine more about their travel plans and “story.”

**Re-humanizing The Sometimes “Cold” Mediums of Email & Chat.** Simple techniques that can quickly be used to make a personalized connection, such as paraphrasing and re-stating details from their inquiry.

**Responding With Descriptions That Allure And Entice.** Rather than simply answering direct questions, participants learn to respond with descriptions that allure and entice versus informing and notifying. They learn how to pro-actively and voluntarily mention relevant details.

**Going Beyond “Website Search Support.”** Rather than confirming availability and listing rates and room types, participants learn to recommend, suggest, and endorse the best available options.

This workshop is targeted for all reservations sales associates.

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



This workshop is facilitated by

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