

Kennedy Training Network

Real-World Strategies For E-Mail Sales Excellence

This workshop is ideal for hotels, resorts, and vacation rental companies that frequently receive reservations inquiries via email, whether from their own website or third party affiliates such as destination marketing organizations, area chambers of commerce, or online lead generation tools. If your hotel or 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 program first addresses the challenges and opportunities presented by the e-mail distribution channel. The trainer will reinforce the use of the client's e-mail processing systems to their fullest advantage, such as how to sort and prioritize responses and how to trace hot leads for pro-active follow-up. Participants then gain exposure to methods for using many of the same concepts from KTN's Reservations *SAILS* Training program for voice channels in responding to email sales inquiries. This includes:

- How to turn the e-mail inquiry into a voice reservations sales opportunity.
- How to efficiently personalize your e-mail responses to sales inquiries, such as by mirroring and matching the caller, paraphrasing and re-stating key needs, and to comment on any details the sender might have shared. (Such as saying a "congratulations" if the caller reveals they are celebrating a milestone anniversary.)
- Re-humanizing the medium of e-mail, especially during subsequent exchanges after the first response. How to make it "real" for the recipient.
- Using investigative questions in responding to vague inquiries to find out more about the "story" behind the sender's plans.
- Using written descriptions that allure and entice vs. inform and notify them of the same list of features they have probably read online.
- Offering needs-based recommendations and suggestions. For senders who express interest in a specific property or location, endorsing their choice.
- Overcoming objections that present themselves during the e-correspondence.

- Moving the e-mail exchange towards a confirmed reservation; tactics for encouraging callers to secure their reservations as soon as possible.

During the final segment of the workshop participants then practice writing responses to real-world inquiries from the hotel, resort, or company being trained; responses that have been selected by your trainer the day prior as representing the main categories of e-mails you are receiving. Participants then use the techniques and tactics they have just reviewed to create personalized and customized responses, which they then take turns sharing with the entire group.

Scheduling Options: Two and a half hours