

# Kennedy Training Network

## Reservations SAILS Training

This highly interactive workshop provides reservations sales agents with the training they really need to succeed in today's world of over-informed, multi-tasking callers who have looked at too many choices online. It is based on the premise that more often than not, today's callers have read online guest reviews at sites like TripAdvisor or perhaps even read a social media posting on a friend's Facebook wall. Also before dialing our number they have also likely researched rates on various Online Travel Agency sites.

This program helps participants use a more conversational and less transactional sales style to engage the caller and to find out more about the "story" behind their call. Armed with this information they can go beyond the "website search support" approach that too many reservations take by just looking up the caller's dates and reading off a list of rates. Instead, participants learn to use descriptions that allure and entices vs. notifying and informing them of the same list of features they have already seen online.

The program first explores five principles for reservations SAILS. However, as opposed to out-dated linear models based on "4-steps to the close" process and scripted sales pitches such as "quote three benefits, two rates, and then close it," this program recognizes that not every "step" or "tool" applies for every caller. Instead, agents learn how to quickly identify at the start of the call where the caller is at in his or her quest for the details they need to complete their emotionally-based travel buying decision, and then to utilize only those tactics need to convert their specific call inquiry into a booking. Here is an overview of the information provided in this workshop:

### Reservations SAILS Training:

**S**ituational sensitivity. Behind every call is a "story" about someone's important business trip or badly needed leisure escape. It is our job to discover and then sell to their story. Activities are used to get participants thinking about the multitude of call "stories" they are dealing with every day and to re-humanize the callers.

**A**lluring descriptions. Given that most of today's callers have already read about us online, what we don't need to do is to read back a scripted list of the same features posted at the website. Participants learn to use visually and emotionally descriptive language to sell the overall experience vs. just the accommodation. They also learn to use a "just for you" approach to engage the caller and to use needs-based recommendations, suggestions and endorsements.

**I**nvestigative selling approach. In this segment participants learn the difference between “mandatory” or “inventory search” questions such as those regarding dates, number of people and bedding preference, and questions that are truly investigative in nature. Two essential investigative questions are to determine familiarity and reason for travel. Participants learn to use additional investigative questions when called for to find out more about the call “story” and to maintain control of the call flow.

**L**isten interactively. It goes without saying that when agents use investigative questions the need to listen interactively to the response and to use the information they have learned to change-up their responsive information. Participants learn proven techniques for listening interactively in a conversational way. Also covered in this section is how to use the skills of listening interactively and to uncover and overcome any potential objections the caller might have. This includes objections relating to “product,” “systems/procedures,” and also of course price.

**S**ecure the reservation. The last and most important part of KTN’s *SAILS* program addresses securing the reservation. Participants first learn the many reasons why closing the sale benefits everyone, including the caller. Presented are various ways to offer to secure the sale in a friendly and conversational way. Also covered are methods for creating urgency and/or to remove barriers to reserving now, which are useful when callers reject an attempt to close or pre-empt any chance to close the sale by first saying they have to check with others. Finally, for organizations that are set-up to do so, the program covers pro-active follow-up strategies for use when you cannot convince the caller to secure now.

### **This Program Also Covers:**

- Mastering “channel conversion” techniques.
- Upselling during shoulder/off periods; “Downselling” when necessary.
- Mastering “Channel Conversion” techniques where appropriate.

Scheduling Options: Half day or full day.