

Kennedy Training Network

Revenue Optimization Strategies for Today's Front Desk Salesperson

This program explores the important role of the front desk team in optimizing revenues and maximizing RevPAR. Participants come to understand their vital role in helping to execute the hotel's rate strategies on the frontline, during interactions with guests every day. While a property certainly needs revenue management professionals for pricing and distribution, it's the front desk salespersons who play a tactical role in presenting these rates correctly to guests from various market segments and distribution channels.

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 would be adjusted to focus more attention on the main areas of opportunity.

Maintaining "Rate fences" during reservations inquires and reconfirms. Some savvy guests have become proficient at both negotiating and re-negotiating their rates, creating rate slippage at registration. Front desk salespersons need to maintain rate fences through techniques such as confirming membership / affiliation and being able to explain the qualifications for special rate programs.

Mastering "Channel Conversion" Techniques. Many of today's travelers are now calling to double-check that the rates they see at Online Travel Agency websites are in fact the lowest available. Others are happy to pay the rate listed on the OTA but prefer to book directly. Front desk salespeople need to immediately recognize this as a profit optimization opportunity.

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" from a psychological perspective. Also their needs might have changed en route and thus the impulse of the moment might encourage them, or perhaps they their reservation was booked through a third party and they were not aware of upgraded room options.

Capturing Walk-in Business and Securing "Move-Overs" from other hotels. 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 for corporate/group sales, including walk-ins and telephone inquiries. Those who plan meetings, events, or who plan 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.

Hospitality and Guest Service Excellence: Now part of Hotel Marketing. With the proliferation of information available to potential guests online, including guest reviews and a fast-growing number of social media postings, what happens in the hotel today will be online into the future. This segment reminds your staff that today's guests can become our biggest advocates and apostles or our worst nightmare.

Note: The content of this program is customized to ensure that it is relevant and applicable for each hotel client's brand, property type, and management strategies regarding pricing and distribution.

Scheduling Options: Half Day