



HotelShoppingNetwork.com

11/7/2008 6:40:00 AM (Mountain Time)

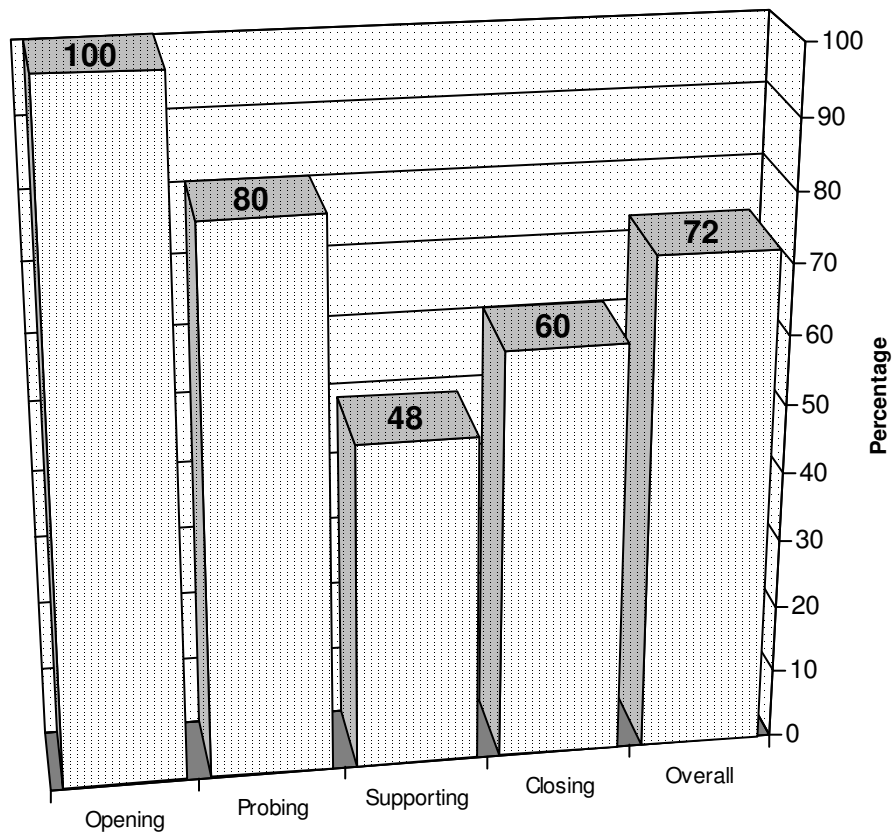
Prepared for: **Acqualina Resort & Spa Miami**

Property: **Acqualina Resort & Spa Miami**

Bertha Vargas,

You were just network "shopped." The results of this shop are summarized in the graph below. The individual factors incorporated in the shop, as well as our comments and suggestions, are detailed on the following pages. Please realize that you receive shop calls plus this feedback to SUPPORT YOU in achieving more sales of guestrooms, suites, and hotel services. We encourage you to apply this information in your next call!

The Percentage You Scored in Each Category, plus Your Overall Score



An overall score of 85% or better is required to "capture" the revenue represented in this shop call. Your overall score was below that level. Do not be discouraged. Use this information to help you make improvements in your sales structure and skills. Good Luck!

Questions? Call 888.357.2879 to personally discuss this shop with your Hotel Shopping Network Consultant.



HotelShoppingNetwork.com

11/7/2008 6:40:00 AM (Mountain Time)

Prepared for: *Acqualina Resort & Spa Miami*

Property: **Acqualina Resort & Spa Miami**

Sales Person: **Bertha Vargas**

Put On-Hold	
Number of times:	Total Duration:
1	00:36

Rings into Hotel: 1 Rings into Sales: 1

Market Segment: International Travel

Caller's Name: Jessica Parker - Executive Secretary

Organization: Attorneys at Law

Function: International Travel

Flexibility: No

Attendees: 10

Arrival Date: 1/5/2009

Decision Date: 11/19/2008

Competition: Trump International

Space Requirements: Jessica Parker
Walton Lantaff Schroeder & Carson Attorneys at Law
9350 Financial Centre 10th Floor
Miami, Florida 33156-2900
305-671-1500 (B) 305-670-7082 (F)
jparker@waltonlantaff.com

Budget: None
Method of reserving: Rooming list
Method of payment: Master account
Decision maker: Caller

Overnight Needs: 8-10 single upgraded guest rooms for 2 nights, all non-smoking.
No special needs or meeting space needed.

Transportation: Limousine service to and from the airport. Car service to and from court house and law office

Needs behind needs:
1. Express check-in
2. Tray of fruit, cheeses, champagne/wine upon arrival (4pm)
3. Reservations are Il Mulino (private room if possible - 20)

Opening Criteria	Max Point	Yes	N/A	Score
PROPER GREETING -- Name Clearly Provided	5	<input checked="" type="checkbox"/>		5
TONE/Attitude Overall Positive:	9	<input checked="" type="checkbox"/>		9
Courteous and Friendly	1	<input checked="" type="checkbox"/>		1
Helpful & Enthusiastic, Awarded at 65%+	1	<input checked="" type="checkbox"/>		1
Smile in Voice	1	<input checked="" type="checkbox"/>		1
Rude	-5	<input type="checkbox"/>		
Rushed	-1	<input type="checkbox"/>		
NAME REFERRAL: Refers to Caller by Name Several Times (3+) During Call.	2	<input checked="" type="checkbox"/>		2
AGENDA PROPOSED TO CALLER: (1. "I'd like to ask questions to understand your needs."	2	<input checked="" type="checkbox"/>		2
"So I can tell you specific things about our hotel to help make this event a big success."	2	<input checked="" type="checkbox"/>		2
CALLER ACCEPTANCE OF AGENDA OBTAINED: ("How does this sound to you?" "Does this meet with your approval?" "Is this okay with your time?")	2	<input checked="" type="checkbox"/>		2
Section Totals:	25			25

Opening Criteria Summary

"Good morning thank you for calling Acqualina Resort and Spa, this is Bertha. How may I help you?"
 Caller told you she needed 8-10 rooms for a group coming in from London. She offered you her company name.

"I really appreciate your call and what I will do now is take a few minutes to ask you some questions so I can understand your needs better. Then I will tell you what our hotel has to offer. Is this okay?" Call said yes.

You moved to Probing.

RECOMMENDATIONS:

**EXCELLENT SKILLS DEMONSTRATED: You opened with a proper greeting, a great tone of voice and attitude. You also had smile in your voice. You referred to the caller by name, proposed an agenda and asked for acceptance.*

Probing Criteria	Max Point			Score
		Yes	N/A	
BASIC NEEDS UNCOVERED Through Manager's Closed-Ending Questioning in Following Areas:	5	<input checked="" type="checkbox"/>		5
Type of Event		<input checked="" type="checkbox"/>		
Guest Rooms (Dates, #, Types, ADA)		<input checked="" type="checkbox"/>		
OBTAINS TRANSPORTATION NEEDS				
Arrival, parking needs, baggage needs		<input checked="" type="checkbox"/>		
OBTAINS RESERVATION NEEDS				
Method, payment, decision maker		<input checked="" type="checkbox"/>		
OBTAINS MEETING NEEDS				
Dates, times, #, set up, breaks		<input checked="" type="checkbox"/>		
OBTAINS CATERING NEEDS				
Dates, times, # guests, F/B agenda		<input checked="" type="checkbox"/>		
OPEN PROBES 2 Uncover needs behind	5	<input checked="" type="checkbox"/>		5
Open Probe #1		<input checked="" type="checkbox"/>		
Open Probe #2 (Specific to planner)		<input checked="" type="checkbox"/>		
BUDGET (Rooms, rental space, catering)	5	<input checked="" type="checkbox"/>		5
COMPETITION identified with names	5	<input checked="" type="checkbox"/>		5
ASKS A FINAL PROBE - anything else	5	<input type="checkbox"/>		
Section Totals:	25			20

Probing Criteria Summary

You asked caller for her address, name, preferred dates, alternative dates, room types, # of rooms, method of reserving, method of payment, decision maker, meeting needs, catering needs, transportation needs, parking needs and estimated arrival time.

Caller asked is there was a way to get the guests checked in without them having to wait at the front desk. You told caller there was express check in.

You asked if this type of event had held before. "Where there any areas where you had stayed before that you may want to change or want different?"

1. Express check in
2. Fruit and cheese tray with champagne/wine upon check in

You asked how the caller had heard about the hotel and competition.

"From your point of view the most important things are express check -in, fruit/cheese tray and?" Caller said yes and asked about reservations at Il Mulino for 20 with private seating. (Bertha, specifically ask if there is anything important to the caller as the planner of the event.)

You asked about caller's budget and moved to Supporting.

RECOMMENDATIONS:

*You obtained the caller's Basic needs including guest rooms, transportation, reservation method, meeting space and catering needs, used open probes to gather information, uncovered the caller's budget and competition hotels.

*FINAL PROBE -- Before leaving the probing step to enter the supporting step, make sure you have DRAINED the caller of all available information. Ask, "Is there anything else that is important to you?" You may need to ask this question several times to verify you have all available data. NOW enter supporting -- you have adequate information to do a TARGETED, THOROUGH job of the support step.

Supporting Criteria	Max Point	Yes	N/A	Score
Waits to Support until needs understood	5	<input type="checkbox"/>		
ACKNOWLEDGE needs (detailed repeat)	5	<input checked="" type="checkbox"/>		5
Describes GENERAL features	3	<input type="checkbox"/>		
Describes TARGETED features	5	<input checked="" type="checkbox"/>		5
RATES/AVAILABILITY offered	2	<input checked="" type="checkbox"/>		2
ACCEPTANCE asked throughout call	5	<input type="checkbox"/>		
Section Totals:	25			12

Supporting Criteria Summary

You repeated back the # of rooms, dates and room types. You told caller about the rooms to include size, bed types and views. You told caller you had availability and could arrange transportation via Ocean Drive Limousines and there is also a house car available to the guests. Fruit and cheese is available to all guests upon check in and Il Mulino does have a private dining room that holds up to 20 people. (Bertha, be sure to offer general features about the hotel as well. Ask for the caller's acceptance of the features offered. "How does this sound?, Is this what you are looking for?")

You asked the caller to hold while you checked on the rates. You returned and thanked for holding. You told caller that the rooms were limited and at premium rates. You offered a rate of \$850.00 for the 5th and 6th, \$475.00 for the 7th.

You moved to Closing.

RECOMMENDATIONS:

*Begin your support step ONLY AFTER YOU HAVE DRAINED THE PROSPECTIVE CLIENT OF ALL HIS/HER HOTEL NEEDS AND NEEDS BEHIND THE NEEDS! You can verify you have MOST of the information with the question, "Is there anything else you will need or that is important to you?" and the caller replies "no".

*Be sure to describe other relevant features and benefits BEFORE the price quote -- this adds VALUE.

*CHECK FOR ACCEPTANCE following each feature (make it a dialogue with your customer – not a monologue – so ask acceptance following each feature described. Ask it in different ways such as, "How does this sound to you?" "Is this what you were talking about needing earlier?" "Is this pretty much what you were looking for?" This elicits from your customer "buying signals" or additional questions that you can address immediately.

Closing Criteria	Max Point	Yes	N/A	Score
TRANSITIONAL: "We have your preferred dates for guest rooms and meeting/banquet space, the rate meets your needs, and I do believe you like what you hear, so . . ."	2	<input type="checkbox"/>		

CLOSURE at the Appropriate Time with a Closed-Ended YES or NO Request to Hold Space, (Continuation of Question Above, ". . . May I Hold These Arrangements for You?")	7	<input checked="" type="checkbox"/>	7
OBJECTION(S) STEPS: Probes to Understand Caller's REASON for Objection. Then, One or More of Following Applied.	5	<input checked="" type="checkbox"/>	5
States Limited Availability Status		<input type="checkbox"/>	
HOLD SPACE TENTATIVELY Until The Final Decision Is Made. (Get Off The Phone W/An Agreement.)		<input checked="" type="checkbox"/>	
PRESENT MORE Features & Benefits to Overcome Objection(s). (Get Off The Phone W/An Agreement).		<input type="checkbox"/>	
ANYTHING ELSE? Ask Caller, " Is There Anything I Failed To Tell You About Our Hotel and Area to Assist You In Your Decision?" (Get Off The Phone W/An Agreement).		<input checked="" type="checkbox"/>	
ATTEMPTS TO CLOSE A 2ND TIME: Present Objection Statement then add: "So, May I Go Ahead and Hold This Pending Your Decision?"	3	<input checked="" type="checkbox"/>	3
NEXT STEP Proposed for Manager and Customer. (This Step Needs to be SPECIFIC (SET BEFORE THE DECISION DATE) with Dates & Times Clearly Established).	4	<input type="checkbox"/>	
REPEAT DATES & RATES to Verify and Assure Caller You Have The Correct Information; Also This Assures There are "No Surprises" When the Agreement Is Received).	2	<input type="checkbox"/>	
CLEAR CLOSING Ending With The Customer's Name. (It's been a pleasure talking with you, and we look forward to hosting your group at our hotel, Ms. Smith."	2	<input type="checkbox"/>	
Section Totals:	25		15

Closing Criteria Summary

"Would you like me to hold this group block for you?" Caller told you no she wanted to speak with the London representative and asked if you could speak with her as well. Caller told you she would call next week and then call you back when you returned the week of the 17th.

You offered to hold the rooms so they were not lost and then speak again during the week of the 17th. Caller said okay. You obtained caller's email address and phone number.

You told caller you would send her a proposal and hold the rooms until the 19th. Caller said okay. (Be sure to set up a specific date and time to follow up.)

You thanked the caller for hold and asked if there was anything else she needed. Caller said no.

"Thank you so much for calling. Have a fantastic day." Call ended.

RECOMMENDATIONS:

**You asked for the sale, offered an objection and asked for the sale again. Great job!!*

** Use a "Transitional Statement" right before you ask for the sale and right AFTER the rate quote. Example: "We have your preferred dates for guest rooms and meeting/banquet space, the rate meets your needs, and I do believe you like what you hear, so . . ."*

**ALWAYS establish CLEARLY establish your "next step" with the caller. Establish EXACTLY when the decision will be made and by whom. Position your call-back to the prospect a few hours prior to the decision meeting...don't wait for caller to contact you. Establish this date/time and repeat it to the caller for clarity as you place this information into your daytimer for your follow up phone call to book.*

**Be sure to REPEAT THE ARRANGEMENTS. In step 4, repeating arrangements means you want to repeat enough information to include dates, events and RATES and room types – so when the caller receives the agreement, there are NO SURPRISES!!!!*

**ALWAYS CLOSE USING THE CALLER'S NAME -- this leaves a lasting, positive impression and continues the rapport (trust) building step needed to create a partnership with the caller.*

Overall Summary: Possible Points: **100** Score: **72** Conversion: **No** Total Uncaptured Revenue: **\$21,750.00**

CALL COMPLETED ON: 11-7-08
START TIME: 6:40amMT END TIME: 6:54amMT CALL LENGTH: 13mins 43sec
HOLD TIME: 36 seconds TOTAL TIME WITH CALLER: 13mins 7sec

RATES: \$850.00 January 5th and 6th
 \$475.00 January 7th