

## TOOL, TRAIN, and COACH HSN Can Help!

As you manage and deliver one of your most important revenue streams, the points-of-sale, ask yourself the following questions:

- **TOOLS:** Do I have the proper tools readily available to include and easy to script and the “Too busy to take revenue” form?
- **TRAINING:** Have I trained and been trained to the highest level possible? This will empower me to deliver these important skills at the point-of-sale.
- **COACHING:** Am I prepared to coach and be coached at all time? Am I actually soliciting this from co-workers and supervisors?

If you answer NO to any of the above, please telephone HSN at 888-357-2879. We ARE your partner in these important skill areas and want to be of assistance. We consider your success our success.



## Back To Basics

### The 4 “Magical” Steps of Sales and Service

It never hurts to return to basics and review the four steps of sales & service. These four magical steps are applicable not only at your points-of-sale (front office and sales department) but also as you talk with the customer. These 4 steps are quite versatile in every scenario concerning you and your customers. Skills in these areas will pay off in increased customer service, increased top line for the hotel, and greater repeat business. Can any of us in today’s competitive market afford NOT to apply the 4 steps of sales?

**1. OPENING:** Here you establish the name of your hotel and your name. A nice, clear tone of voice is used and a smile in the voice is always heard – and conveys the largest message you can send – you are important to me and I am a person you will like and want to get to know. Try it – it works.

**2. PROBING:** Discovering everything pertinent to the customer’s hotel needs is your second step. Ask the customer his/her name so you can use it immediately and throughout the discussion. It is still considered proper to call the customer by the last name preceded by Mr. or Mrs./Ms. until permission is given by the customer to use the first name. Ask if the customer has stayed with you before and what brings the customer to your hotel and town. Discover where the caller heard about your hotel. All this leads to EXCELLENT CUSTOMER SERVICE. You now know more about this customer than when you started and will be able to share with this customer plenty of information about your hotel. Be sure to target this customer’s specific and industry needs.

**3. SUPPORTING:** Now it is time to share with your customer your hotel’s features and benefits. Make sure that you slant this information toward this customer’s profile – corporate or leisure. This allows you to talk TO the customer and not AT the customer. Your customer will notice and be very grateful for this. Also, offer your customer a couple of price points – this helps offset price resistance by allowing your customer to understand that you have offered different price points for his/her choosing. We all like choices!

**4. CLOSING:** Ask your customer for the reservation. Make this a question such as, “May I hold these arrangements for you?” If your customer hesitates, then offer an objection statement – such as, “May I suggest we place a courtesy hold on this for you while you decide? With a courtesy hold you will at least have a room secured.” Then ask again for the sale, “So, may I hold this for you?” It will be hard for your customer to resist your thoughtfulness and service level. After your caller agrees, repeat the arrangements to include the dates, the rate, and the confirmation number, then close the call using the caller’s name.

The four steps of sales are built to be delivered IN ORDER – one step builds into the next step. Stay in order and your selling and servicing skills will grow stronger and stronger with use.

### In This Issue:

It’s all about the skills	pg 2	85%-100% Shop calls	pg 3 & 4
Skills Gathering	pg 2	When and Where does customer service start?	pg 5
Seven things you Gain when applying the 4 revenue steps	pg 2	Tooling up	pg 5
Running the bases	pg 2	Customer Service Tips	pg 6v

# SEVEN Things You GAIN Applying the 4 Revenue Steps

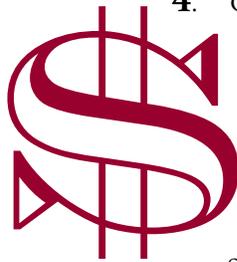
You may be thinking the only thing you get back from applying the 4 steps of sales at your revenue telephones is MONEY. We at HSN want to go on record saying, "MONEY is a good thing! Money is important!" We also want to stress, you are gaining a few more things you may not have considered.

**1. Relationship Building:** The time that you take with your caller is you CARING enough to uncover the caller's needs and wants in lodging, taking your valuable time to tell the caller some pertinent things about the hotel for his/her visit and then asking for the sale. By asking for the sale, you have re-enforced, "We do not take your business for granted. We want to EARN your business."

**2. Truly KNOWING Your Customer's Lodging Needs & Wants:** By knowing your caller's wants and needs in lodging, you are serving the customer at a higher level and ultimately rooming him/her to the highest point possible. This is ABOVE AND BEYOND what your competition will do for this caller.

**3. Customer Service Delivery At Its Highest:** Because you have taken the time to ask the caller's name and use it, to inquire far enough to offer the best room you have for this caller's visit, told targeted information to the caller

for his/her knowledge and consideration, and offered a price that meets this profile's needs – you have just offered top customer service in 3-5 minutes. On top of that, it may be the FIRST impression for this caller of your hotel.



**4. Custom-Built Presentation of Your Hotel's BEST Features:** When you find out the caller's REASON for travel and FAMILIARITY with the hotel as well as the caller's name and how he/she heard about you, you are now in a position to "custom present" your hotel to this caller. This means you are talking TO this caller – not AT this caller. This is a very important impression for your caller to receive – you have differentiated yourself from all your competition PLUS all the points-of-sales in the world!!!

**5. Reservation Capturing:** This is the tangible return on your work – you obtain a reservation you may not have obtained by using the old-fashioned method of "What's your dates? Here's the rates. Okay, good-bye", with a re-sounding hang-up. This return alone, of course, makes the 4 steps important enough to perform.

**6. Lodging "Partner":** Because you have gone the extra mile for this caller, this prospective partner, you have gained loyalty – just by doing your job to a highly skilled level. People

like to do business with people they like – and, guess what. This caller will like you and will "partner" with you in lodging in the future – because you took the time to do your job at its highest skills level. Through this process, you gained a loyal customer and a friend.



**7. Feeling of Success for YOU!!!!** It's true. We all receive when we give – by giving good service and delivering the 4 steps of revenue capture and service – you have given. The emotional bond you have created with your caller will last through the arrival, check-in, check-out and up through the next reservation making process.

So, as well stated by Carole Granada, a Sales Agent at Ramada Hollywood, after completing her 10th 100% score – "It's important – so I do it."

We want to catch you doing it, revenue capturing with high skills, in 2006. Telephone us any time for additional support and help toward this important area. Your returns will be SEVEN fold.



## IT'S ALL ABOUT THE SKILLS

As we work with the four steps of sales, we soon learn collectively & individually - it is truly all about the skills.

We are frequently NICE people – entering a customer oriented business such as a hotel naturally draws the NICE people. Do not let this fool you though; being nice and SOUNDING nice are definitely skills we have gained or not gained in our journey through our respective lives.

We easily LEARN the skill of stating the name of our hotel and our name when answering the telephone. We also learn quickly the importance of a nice tone of voice with a "smile" and the importance of that skill and its application on a standard basis.

After that, the 4 steps of sales may be

something VERY new to you. The fact that there is an ORDER that helps take the process to a higher level is new information in many instances. Asking for the sale becomes new to us – after all, they called us for a reservation!

As you deliver the 4 steps at your points-of-sale, think back to where you started and where you are now in your skills set. Are you surprised? Are you proud? Do you see how important each step is in the overall customer service arena we all enter when we take a position with a hotel? Are you watching and listening to the "new sales agents" and wondering why they can't GET IT????!!!!

Sometimes it takes doing it for a while to truly GET IT. It is truly all about the skills. Do you get it yet?

## SKILLS GATHERING (You ARE What You Gather)

Whether you are consciously aware of it or not, you have been "skills gathering" since birth. You've learned to walk, talk, and dress yourself. You've learned how to write a resume, how to market yourself and your resume, how to interview, how to have and maintain a job.

You've acquired MANY skills leading up to your employment at a hotel point-of-sale – either the Front Office or the Sales Department. As your "skill sets" grow, you will be given the opportunity to move UP into a management position. In point-of-sale management, you must maintain your basic revenue capturing skill sets PLUS train and coach your team in their revenue capturing skill sets attainment.

Our many and varied skill sets equal building blocks that make us a stronger team player and leader. Are your "revenue capturing skills" high? Revenue is one of the three MOST important focus points in a hotel. Are you "skills gathering" in this high profile area?

## HSN Hospitality People & Hotels Achieving RESULTS with their 100% Skills

PrprtyName	Agent	Score
Best Western Albany OR	Christina	100
Best Western Albany OR	Nathon	100
Best Western Columbia River OR	Jaime	100
Best Western Columbia River OR	Melissa	100
Red Lion Klamath Falls OR	Jason	100
Best Western LaGrande OR	Gloria	100
Best Western Rama Inn	Sharon	100
Super 8 LaGrande, OR	Debbie	100
Dynasty Suites Ontario CA	Brian	100
Dynasty Suites Ontario CA	Earl	100
Hampton Inn Tulsa OK	Alais	100
Sleep Inn Mount Pleasant SC	Gertie	100
Sleep Inn Mount Pleasant SC	Harry	100
Wingate Inn Charleston SC	Alexis	100
Best Western Rama Troutdale	Elaine	100
Hollywood Hotel & CC Hollywood	Natalya	100
Hollywood Hotel & CC Hollywood	Natalya	100
Howard Johnson Post Falls ID	Betty	100
Howard Johnson Post Falls ID	Kim	100
AS Dallas Galleria TX (DN)	Jessica	100
AS Dallas Park Central TX (DP)	Dee	100
AS Dallas Park Central TX (DP)	Michael	100
AS Dallas Park Central TX (DP)	Sagita	100
AS El Paso Airport TX (ES)	Maria	100
AS El Paso Airport TX (ES)	Sharon	100
AS Ft Worth Cityview TX (FH)	Brian	100
AS Ft Worth Hurst TX (HR)	Leighann	100
AS KC Airport MO (KA)	Charlotte	100
AS Overland Park Metcalf KS	Angela	100
AS San Antonio Riverwalk TX	Loretta	100
AS San Antonio Riverwalk TX	Sophie	100
AS Topeka KS (TP)	Ashley	100
AS Charlotte Arrowood (CE)	Joel	100

PrprtyName	Agent	Score
AS Charlotte Arrowood (CE)	Scott	100
AS Dallas Las Colinas HR TX (IG)	Adrian	100
AS Dallas Las Colinas Walnut TX	Wolfgang	100
AS Greensboro Wendover (GB)	Latoria	100
AS Chicago Arlington Heights IL	Kathy	100
AS Chicago Hoffman Estates IL	Albert	100
AS Chicago Lombard IL (LB)	Margie	100
AS Cincinnati North OH (FO)	Marisel	100
AS Cincinnati North OH (FO)	Michelle	100
AS Columbus Dublin OH (CQ)	Scott	100
AS Detroit Utica MI (UT)	Chris	100
AS Fort Wayne IN (FB)	Nathan	100
AS Fort Wayne IN (FB)	Tricia	100
AS Indianapolis Airport IN (IP)	Nicole	100
AS Indianapolis Airport IN (IP)	Todd	100
AS Richmond Innsbrook VA (RO)	Clea	100
AS Roanoke Valley View Mall VA	Christie	100
AS Roanoke Valley View Mall VA	Michelle	100
AS Miami Kendall FL (MM)	Alan	100
AS Miami Kendall FL (MM)	Ray	100
AS Tampa Busch Garden FL (TB)	Nia	100
AS Las Vegas NV (LG)	Donnalyn	100
AS Las Vegas NV (LG)	Kendra	100
AS Tempe/AZ Mills AZ (TE)	Candy	100
AS Grapevine TX	Cody	100
Homewood Suites Bedford TX	Rachel	100
Comfort Inn Auburn MA	Richard	100
Comfort Inn Foxboro MA	Amy	100
Holiday Inn Express Conway SC	Eleanor	100
Windmill Inn Chandler AZ	Glen	100
Windmill Inn Medford OR	Nichole	100
Windmill Inn St Phillip's Plaza	Amber	100

## More HSN Hospitality RESULTS!!!

Best Western Albany OR	Aharon	92
Best Western Albany OR	Nathan	94
Best Western Columbia River	Gina	92
Best Western Columbia River	Jennifer	97
Best Western Columbia River	Kelly	91
Best Western Columbia River	Shirelle	94
Best Western Rama Inn	Amy	97
Best Western Tillamook OR	Tara	97
Holiday Inn Gresham OR	Camille	97
Hampton Inn Tulsa OK	Amanda	95
Hampton Inn Tulsa OK	Susan	94
Hampton Inn Titusville FL	Kim	94
Microtel Inn & Suites Cherokee	Bob	89
Microtel Inn & Suites Cherokee	Trent	89
Sleep Inn Mount Pleasant SC	Tommy	97
AS Albuquerque Airport NM (AK)	Valerie	97
AS Denver Tech CO (DV)	Lorenda	97
AS Las Vegas NV (LG)	Terri	97
AS Phoenix/Metro Center AZ (PX)	Brandy	95
Homewood Suites Bedford TX	Brittany	90
Homewood Suites Lewisville TX	Joseph	88
Homewood Suites Plano TX	Brian	88
Comfort Inn Auburn MA	Lora	91
Comfort Inn Foxboro MA	Cindy	89
Comfort Inn Rockland MA	Tom	88

Hampton Inn Shawnee KS	Candice	95
Hampton Inn Shawnee KS	Kathy	97
Windmill Inn Chandler AZ	Gabriel	95
Windmill Inn Medford OR	Cindy	93
Windmill Inn Medford OR	Emily	85
Windmill Inn Roseburg OR	Jenna	89
Windmill Inn St Phillip's Plaza	Antonia	94
Windmill Inn St Phillip's Plaza	Erin	89
Windmill Inn St Phillip's Plaza	Stefanie	97
Windmill Inn Sun City West Surprise	Debbie	97
Sleep Inn North Charleston SC	Pam	97
Wingate Inn Charleston SC	Bill	97
Hampton Inn Portland OR	Donele	97
Holiday Inn Express Troutdale	Arlene	92
Howard Johnson Post Falls ID	Pam	94
Howard Johnson Post Falls ID	Stephanie	88
AS Arlington TX (AL)	Erika	91
AS Arlington TX (AL)	Lori	88
AS Arlington TX (AL)	Mike	90
AS Austin North Central TX (AF)	Gabriel	89
AS Dallas Park Central TX (DP)	Kim	95
AS KC Airport MO (KA)	Tim	97
AS KC Convention Center (OF)	Kendra	97
AS Overland Park Metcalf (OP)	Audrey	92
AS Plano TX (PO)	Jason	95

# Where and when does excellent customer service start?

**WITH YOU AND RIGHT NOW!**

- A warm greeting will make the customer's experience enjoyable.
- Remember the "Golden Rule" – Treat others, as you would like to be treated. Some day you may be their customer!
- If you don't know the answer to a customer's question, find someone who does.
- Effective communication is listening and then responding.
- If you have to say no, then say it with empathy!
- A friendly smile will make a world of difference (even on the phone!)
- You may have been asked the same question 100 times, but respond as if it's the first time you've heard it!
- Working together we can resolve it!
- Appreciate the customer is there.
- If the customer is upset, don't take it personally.
- Introduce yourself and make yourself visible to the customer; be ready to "assist with a smile".
- Give your personal best!
- Look up and see your customer. They have come to see you for help.
- Today is a new day - innovate!
- If something complicated doesn't work, try something simple.
- Rethink the problem - cheerfully.

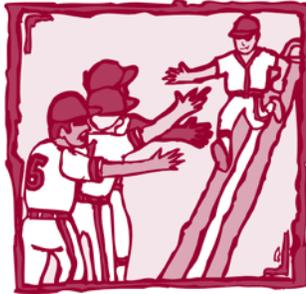
*Monroe Community College-ETS*



## Running the Bases Between Games

**Practice – Practice – Practice – PRACTICE!!**

Athletes experience higher skills as a result of a great deal of practice individually and as team members. Take, for example, the baseball player. When the diamond is not in use, usually at night, the coach has the players run the bases. The coach even turns out the lights so the bases can be run in the dark.



What is the point? Is this to "punish" the bad players? No. Actually it is a very strong psychological and skills building maneuver. Not only will the players know where the bases are EXACTLY, even in the dark, but the exercise will also imbed the idea of running the bases all the way home. The power of positive thinking is imbedded with each correctly completed circle of the bases. Knowing EXACTLY where each base is located allows the player to watch the ball and the other players while running to the next base. The skill of "base running" has reached perfection through painful, exacting PRACTICE.

Understanding deeply the four steps of revenue capturing will increase skills and pay off in higher reservation conversion – thus a stronger revenue top line. The professionalism and confidence exhibited to the caller through the development of our Sales Agents' revenue capturing skills will pay off in

1. higher reservation conversion AND
2. higher rate capture.

Are you and your people "running the bases" between games?

### "TOOLING UP"

To achieve goals and RESULTS, it is important to identify, collect, and have readily accessible at all times the tools with which to do the job at hand. Tools for the four steps of revenue capture at your points-of-sale are:

1. Front Desk In-Take close to all revenue telephones
2. Call Back Sheet when you are too busy to take a revenue call
3. Shopping Revenue Partner to provide you third party feedback
4. Training Tools provided by your point-of-sale partner
5. "Coach" to lead the team to a higher level through:
  - a. COMMITMENT: The coach and GM MUST back the program

- b. TRAINING: On-going, steady review of the steps
- c. COACHING: On-the-spot feedback
- d. REVIEW: The shop calls (watch the playbacks to see errors and opportunities for higher performance)
- e. REWARDS: Rewards/ acknowledgement for the winners
- f. CONSEQUENCES: When the standard is not upheld
- g. ON-GOING TRAINING/ COACHING: To maintain the goal.

Are you and your people "tooled up" to perform the important skills in REVENUE CAPTURE?

# Customer Service Tips

A warm, helpful, professional and friendly voice on the phone can build allegiance. Extend the common courtesies to your callers and create a reputation of legendary service.

- **Greet:** professional friendly voice, identify department and smile.
- **Listen:** listen for content and intent. By actively listening, the patron is assured that their message is heard.
- **Empathize:** walk a mile in your patron's shoes.
- **Probe:** who, what, when, where, how.
- **Common Courtesies:** Ask permission to put someone on hold. If the person will be holding for a few minutes, be sure to alert them to that fact.
- **Avoid Jargon:** Be sure to use terminology that is clear to everyone. Don't put yourself above the caller.
- **Offer solutions/alternatives:** When you can't do what your patrons want, be sure to tell them what you can do.
- **Tone:** Be aware of your voice quality, keep it positive and enthusiastic.
- **Go the Distance:** Try to go the extra mile.

Pretend that every single person you meet has a sign around his or her neck that says, "Make me feel important." Not only will you succeed in sales, you will succeed in life.

*Mary Kay Ash*

The Hotel  
**Shopping**  
N E T W O R K

9320 HWY 78 West

Beulah, CO 81023

[www.hotelshoppingnetwork.com](http://www.hotelshoppingnetwork.com)

888-357-2879