

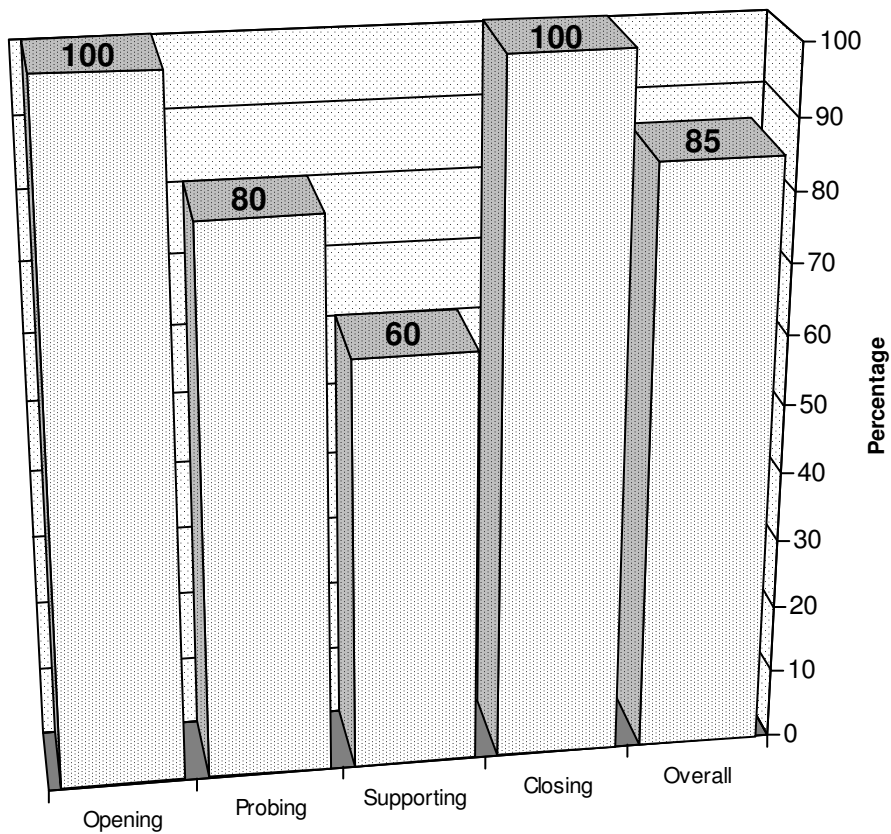


HotelShoppingNetwork.com

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



CONGRATULATIONS on a job well done! An overall score of 85% or better is required to "capture" the revenue represented in this shop call. As you can see, you captured this revenue. Hopefully, this information will be useful in helping you stay sharp, and maybe even improve, your already excellent sales skills. Nice job!

Questions? Call 719.485.7777 or write HSN@hotelshoppingnetwork.com to personally discuss this shop with your Hotel Shopping Network Consultant. Email address: www.hotelshoppingnetwork.com



HotelShoppingNetwork.com

1/13/2009 12:42:00 PM (Mountain Time)

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

Property: **Acqualina Resort&Spa Miami, FL**

Sales Person: **Bertha Vargas**

Put On-Hold	
Number of times:	Total Duration:
0	00:00

Rings into Hotel: 1 Rings into Sales: 2

Market Segment:

Caller's Name: Marsha Parker - Travel Planner

Attendees: 5

Organization: Agel International

Arrival Date: 4/11/2009

Function: International Conference

Decision Date: 1/9/2009

Flexibility: Yes

Competition: Trump Resort

Space Requirements: Marsha Parker
 246 S 186th St W
 Provo, UT 84601
 801-563-3366 (B) 801-802-0683 (F)
 mp@agelbiz.com
 Budget: n/a
 Method of reserving: Rooming list
 Method of payment: Company account
 Decision maker: Caller

Overnight Needs: 5 king rooms for 4 nights all non-smoking.
 No special needs or meeting space.
 Transportation: To and from the airport
 Needs behind needs:
 1. Spa packages
 2. Local tours
 3. Top level service
 4. Translators - Japanese, German

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 afternoon, thank you for calling Acqualina Resort and Spa on the beach. This is Bertha how may I help you?" Caller offered you her name and asked about prices.

"Thank you for calling Acqualina. What I would like to do is ask you a few questions and fill out a form and

then I'd like to tell you about our hotel in light of those needs. Is that okay?" Caller said yes.

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	Yes	N/A	Score
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 obtained caller's address, company name, phone number, fax number, email address, preferred dates, alternate dates, # of rooms, room types, special needs, event type, method of reserving, decision maker, meeting space needs, catering needs, transportation needs (how will they be arriving & will they need any while here?), and frequency of event.

"Have your previous experiences been good? Is there anything we could improve on? Caller said past events were good and they are looking for the following for this event:

1. Spa packages

2. Local tours

3. Top level treatment

You asked how the caller heard about the hotel. "As the planner of the hotel what are you looking for?"

4. Excellent service

You asked caller's budget and competition. "Is there anything else you would like to tell me about your group that I can help you with?"

5. Translators for Japan and German guests - no Japan translator available but there is staff the speaks German.

(Bertha, be sure you ask the caller again if there is anything else she has forgotten to mention until you get a firm "No.")

You asked what the company actual does. You 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 checked="" type="checkbox"/>		3
Describes TARGETED features	5	<input type="checkbox"/>		
RATES/AVAILABILITY offered	2	<input checked="" type="checkbox"/>		2
ACCEPTANCE asked throughout call	5	<input checked="" type="checkbox"/>		5
Section Totals:	25			15

Supporting Criteria Summary

You repeated back the caller's needs and offered information about the resort to include location, room types, (1) spa available, pools, dining options, top line amenities, close to shopping, close to beaches, close to airport. (Bertha, be sure you talk about all the caller's needs - top level service, local tours available) You asked the caller to hold while you checked on availability. You returned and offered a rate of \$475.00 per night. "How does this sound?" Caller said good. 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 relevant, TARGETED features and benefits BEFORE the price quote -- this adds VALUE.

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 checked="" type="checkbox"/>		2
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 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 checked="" type="checkbox"/>		4
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 checked="" type="checkbox"/>		2
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 checked="" type="checkbox"/>		2
Section Totals:	25			25

Closing Criteria Summary

"We do sell out during that time, would you like me to hold these arrangements for you?" Caller asked what was involved in doing that, she would not have a final decision until after her board meeting on the 19th. You offered to hold the rooms until then and follow up. Caller said okay. You repeated back the dates, # of rooms being held and the rates. You told the caller you would send her a proposal via email and follow up with her on Monday, 1-19 at 11am. "Thank you so much Mrs. Parker for considering us for your group." Call ended.

RECOMMENDATIONS:

**EXCELLENT JOB-You asked for the sale, offered an objection and asked for the sale again. You repeated the arrangements including the rates, clearly proposed your next step and closed using the caller's name.*

Overall Summary: Possible Points: **100** Score: **85** Conversion: **Yes** **Total Captured Revenue: \$9,500.00**

CALL COMPLETED ON: 1-13-09

START TIME: 12:42pmMT END TIME: 1:01pmMT CALL LENGTH: 18mins 12sec

HOLD TIME: 37 sec TOTAL TIME WITH CALLER: 18 minutes

RATES: \$475.00 per guest room