

Prepared for: **Magnolia Lodging**

Property: **Homewood Suites Plano TX**

B1301

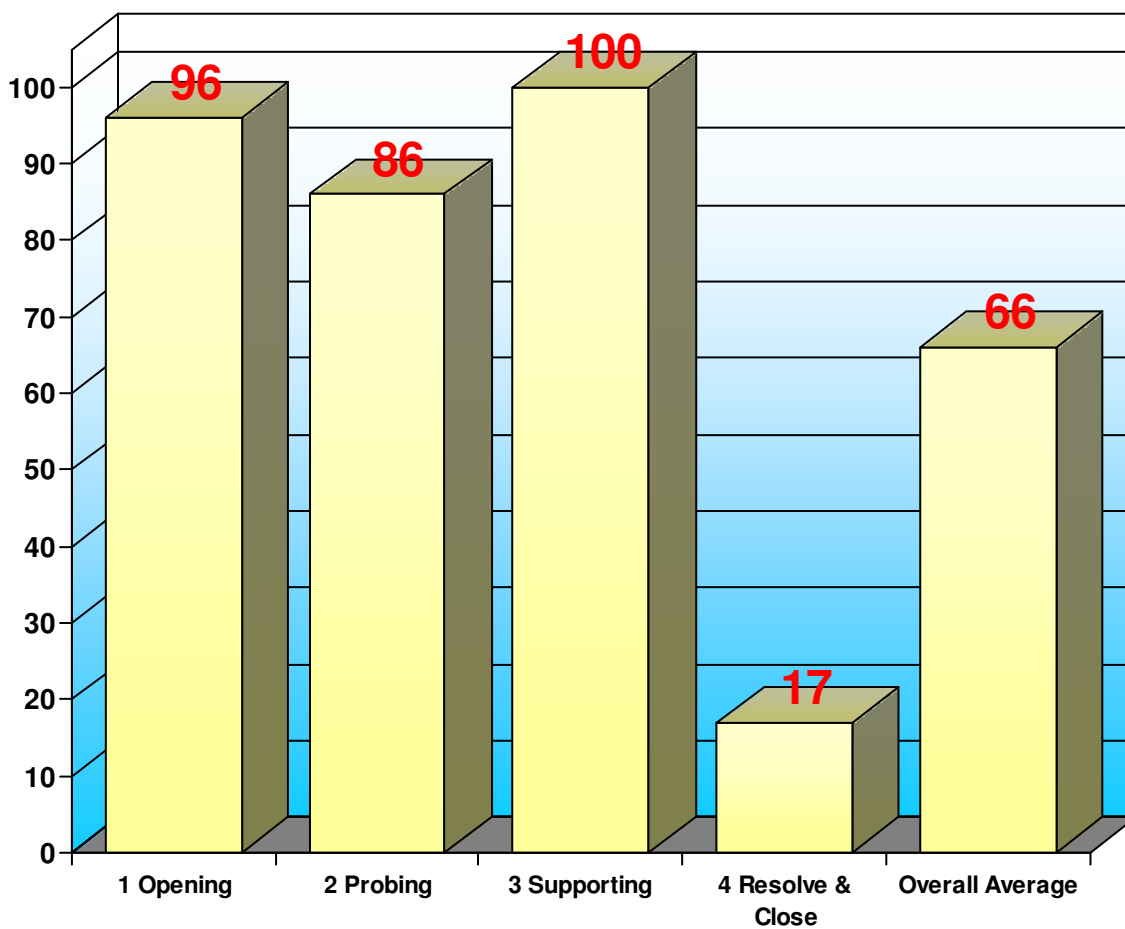


HotelShoppingNetwork.com

Robert,

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 feedback, are detailed on the following page. Please realize that you receive shop calls plus this 'Facts Communiqué' to SUPPORT YOU in achieving more sales of guest rooms, suites, and property 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. This call's overall score was below that level. Do not be discouraged. Use this information to help you make sales technique improvements for your very next call! Good Luck!

TO GET THE MONTHLY NEWSLETTER, EMAIL US AT: HSN@hotelshoppingnetwork.com

For: **Magnolia Lodging**
 Property: **Homewood Suites Plano TX**
 Agent: **Robert**

B1301

6/15/2013 9:57:14 PM



HotelShoppingNetwork.com

Scenario: Anniversary

Rings Hotel: 8 Reservations: 0

Arrival Date: 8/11/2013

Room Type Rate Selected

Days Requested: S M T

King \$159.00

No. of Nights: 3

On-Hold: 1 Times Total Length: 01:06

No. of Guests: 2

1 Opening

	Max Points	Yes	N/A Score
GREETING: Property, Agent's Name CLEAR	10	<input checked="" type="checkbox"/>	10
TONE / Attitude Overall Positive:	10	<input checked="" type="checkbox"/>	10
Courteous and Friendly	1	<input checked="" type="checkbox"/>	1
Helpful and Enthusiastic, Awarded at 65%	1	<input checked="" type="checkbox"/>	1
Smile in Voice	1	<input type="checkbox"/>	
Rude	-5	<input type="checkbox"/>	
Rushed	-1	<input type="checkbox"/>	
Section Totals:	23		22

Smile into the telephone receiver to add "smile in the voice" which translates to, "Welcome! I'm glad you called!"

2 Probing

	Max Points	Yes	N/A Score
AWARDS PROGRAM Member?		<input checked="" type="checkbox"/>	
FAMILIARITY With Property:	6	<input checked="" type="checkbox"/>	6
Have You Stayed with Us Before?		<input checked="" type="checkbox"/>	
Are You Familiar With Our Property?		<input type="checkbox"/>	
REASON for Travel:	7	<input checked="" type="checkbox"/>	7
Are You Traveling on Business / Leisure?		<input checked="" type="checkbox"/>	
What Brings You to the Area?		<input type="checkbox"/>	
NAME:May I Ask Your Name?	3	<input type="checkbox"/>	
2 BASIC NEEDS For Pts: Dates, #People, R	5	<input checked="" type="checkbox"/>	5
REFERRAL: How Did You Hear About Us?		<input type="checkbox"/>	
Section Totals:	21		18

Good skills demonstration of uncovering the caller's BASIC Information, REASON for travel and FAMILIARITY w/property. Be sure to ask the caller's name and use it throughout the call for rapport building.

3 Supporting

	Max Points	Yes	N/A Score
3+ FEATURES B4 Asked & B4 Rate Quotes	15	<input checked="" type="checkbox"/>	15
Above Features TARGET Caller's REASO	5	<input checked="" type="checkbox"/>	5
RATES:		<input checked="" type="checkbox"/>	
Top Down (2+ Rm Types w/Dif Rates)		<input type="checkbox"/>	
Up Sell (Up Room Type or Offer Pkg)		<input type="checkbox"/>	
Down Sell (Lowr Rate/Rm Type or Pkg)		<input type="checkbox"/>	
Section Totals:	20		20

EXCELLENT SKILLS DEMONSTRATION! You offered 3 features of your property then offered pricing. Keep it up!

4 Resolving Concerns/Closing

	Max Points	Yes	N/A Score
ASKS FOR SALE-To Solicit 'Yes' Response	16	<input type="checkbox"/>	
OBJECTION STATEMENT(1+from Below)	6	<input checked="" type="checkbox"/>	6
States LIMITED availability Status		<input type="checkbox"/>	
If Rate,Offers Different Rate		<input type="checkbox"/>	
Offers Addtnl Features to Caller's Needs		<input checked="" type="checkbox"/>	
Can I Tell You Anything Else? Property		<input checked="" type="checkbox"/>	
Asks for the Sale, SECOND Position	6	<input type="checkbox"/>	
REPEATS Arrangements	3	<input type="checkbox"/>	
CLOSE W/ Caller's Name in Last Sentence.	5	<input type="checkbox"/>	
Section Totals:	36		6

AFTER you gave the rate quote, the caller hesitated, and was going to hang up without reserving. You THEN offered an objection- BETTER - IMMEDIATELY following the rates (make it a run-on-sentence), ask for the sale: Example: "...\$159.00May I hold this room/suite/condo for you?"

Overall Summary: Possible Points: 100 Score: 66 Conversion: No Total Uncaptured Revenue: \$477.00

No reservation made.