



BUILDING A STRONG GUEST FOCUSED AND SALES CULTURE IN YOUR FRONT OFFICE

20th & 21st November 2024

Pullman City Center, Melbourne

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Introducing the First Group Training Day Hosted by: Sandra Swatton

FULL DAY TRAINING

Book by 1 Nov and Save \$300



MAKING A GREAT IMPRESSION

Understanding the importance of brand and image, adapting your personality, maintaining professionalism



COMMUNICATION METHODS

Evaluating the pros and cons of different communication methods, including effective telephone and voice techniques



BUILDING RAPPORT

Building rapport is key to understanding your customer's persona, recognising shopper categories, acknowledging repeat guests, and using strategic questions



IDENTIFYING CUSTOMER NEEDS

Anticipating customer needs through strategic FO questions, using prompts like "Moving from basic Q's to high level Qs, live secret shopper exercise"



SUMMARISE & CHECK AVAILABILITY

Summarizing the full enquiry using active listening, checking availability in the PMS, leveraging loyalty programs or guest recognition



MAKE THE RECOMMENDATION & INTRO TO UPSELLING

Offering the highest rate first, understanding your rate strategy, and focusing on selling benefits over features



EFFECTIVE UP-SELLING & CROSS-SELLING

Best time to upsell to existing, and new bookings, how to increase LOS, cross-selling into F&B and other strategies



CONVERT THE BOOKING

Overcoming fears by understanding why FO teams hesitate to confirm bookings, using effective methods to ask for bookings, and developing property-specific suggestions



OBJECTION HANDLING

Handling common hotel objections by addressing missed opportunities in qualifying needs and developing a tailored list of objections and solution



CONFIRMATION PROCESS

Reviewing key lessons, including describing bookings through benefits, last-chance upsells, the confirmation process, and pre/post-guest stay procedures