



Quality in Professional Reservation Sales

To book a course: Call **07799 767 326** Email info@ifh-worldwide.co.uk Web www.ifh-worldwide.co.uk



The key steps to professionally taking room reservations and effective communication skills.

IFH® Skills Training

This training is especially designed for persons who are new to Reservations and Front Office and require development and understanding in the essential steps of professionally taking a room reservation.

Seminar Goals

The participant will be prepared to professionally take room reservations over the telephone. In addition they will understand the different quality factors that have a direct impact on the call flow. They learn to utilise professional communication skills and to influence the customer's perception of the quality of the hotel.

The participant will grasp the key steps that are required to take a room reservation professionally, and they will be shown key communication tools that will assist them in handling difficult situations such as obtaining guarantees and pre-payment from a customer.

Seminar Topics

- Defining the key phases of a reservation
- The seven steps to effectively managing a reservation call
- The key quality criterion for a professional reservation call
- Effective call openers
- Building customer rapport during a call
- Defining the structure of a professional call
- The impact of benefits in gaining customer commitment to buy
- The foundation of effective sales
- Professionally presenting your product
- Techniques to ask for the business
- Defining the differences between reservations and bookings
- Correctly handling tentative/non-guaranteed and guaranteed reservations
- Rhetorical tips and tricks to getting a guaranteed booking
- Adding a "service benefit" within the reservation call
- Professionally closing the call
- Group discussion and team exercises

DURATION:
1 DAY

START AND FINISH TIMES:
10.00 - 18.00

Can be run in conjunction with Professional "Up-selling" in Room Reservations as a two-day course.