



Professional "Up-selling" in Room Reservations

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



Effectively selling higher category rooms through the "Alternative Selling" technique

IFH® Skills Training

This training is for employees from Reservations or Front Office who have a solid background in reservation sales. The techniques used during the training are based on a hotel selling rooms via categories. Participants are made aware of all quality factors within a reservation call that are key to ensuring a professional call flow.

Seminar Goals

The course is focused completely on introducing the participants to a variety of selling techniques. Participants will be introduced to the latest methods in alternative selling techniques, and through the course of the seminar will be able to develop these skills so that they can be implemented immediately back at work. In addition, the course will give the participant tools that will assist in securing a higher conversion of inquiries into bookings. Participants will be shown methods that enhance a sales focused dialogue with their customers. The seminar focuses on maximising both revenue and occupancy through a sales focused approach to selling rooms over the telephone.

Seminar Topics

- Review of the foundation of effective reservation sales
- Identifying sales and revenue opportunities
- Introduction to the sales responsibilities of a reservation agent
- Exploration of various selling techniques
- Advantages of the alternative and suggestive selling techniques
- The steps to applying the "Alternative Selling Approach"
- Defining price and product differentials
- Effectively creating and using an alternative selling matrix
- Using customer WIIFMs (What's in it for me?) to successfully close the sale
- The IFH® 7-step approach to professional selling
- Effective first and secondary closes
- Selling BAR Rates to the customer and explaining rate types
- The steps to effectively communicate rate restrictions to the customer
- Effective selling across the major price bands (Flex rates/Promotions/Packages etc.)
- Review of the key steps to taking a reservation
- Group discussion and team exercises
- Practical exercises and role plays

**DURATION:
1 DAY**

**START AND
FINISH TIMES:
10.00 - 18.00**

Can be run in conjunction with Quality in Professional Reservations Sales as a two-day course.