

Name	Sarah	≥90%
Month	January	75-90%
Score	66 of 100 =	66% ≤75%

Sample Hotel Name					
Reservations Evaluation					
Date	1/14/20	Time	4:35 PM EST	Caller	Jane Guest
Reservation	6/20 - 6/23	Cancellation	Emailed	Time to Reach Agent	1:02
				Talk Time	9:14

Items are scored as Y (yes), N (no), P (partial points), or NA (not applicable).

<b>Step 1: Start Strong</b>	7 of 9 points achieved	<b>78%</b>
-> First impression and rapport, done prior to Step 2	Points as noted below	

Y Use Proper Greeting (3)    Y Show Enthusiasm & Start Rapport Building (4)    N Ask for Name (2)

Sarah began the call by giving the full greeting in an upbeat and unhurried tone. After positively offering, "Excellent, that's a lovely time of year to visit" in response to the caller's reservation dates, Sarah could have also taken the caller's name at that point to start the rapport-building process instead of waiting until much later in the call.

<b>Step 2: Questioning and Selling</b>	31 of 43 points achieved	<b>72%</b>
-> Asking qualifying questions and positively selling the hotel	4 pts each unless noted	

<u>Y</u> Determine Travel Objective	<u>N</u> Promote Each Room's Attributes (2 pts each)
<u>Y</u> Ask for Number in Party (2)	<u>Y</u> Proactively Address Common Concerns
<u>Y</u> Ask if Repeat Guest (2)	<u>Y</u> Inform of New Contact-Free Options
<u>Y</u> Enthusiastically Respond to Repeat Guest Answer (2)	<u>Y</u> Instill Sense of Urgency (3)
<u>Y</u> Ask if Rewards Member & Responds Appropriately	<u>P</u> Close Confidently
<u>P</u> Present Two or More Benefit Statements (3 pts each)	(3 pts each for "Assume the Sale," 1 for "Ask to Book")
<u>Y</u> Offer Two or More Room Types/Views (2)	1st Quote    Ask to Book
	After Resist    Caller Confirm

Benefit Statements	
1	The kids club will be perfect for you and your extended family so the younger cousins can play together while everyone else can enjoy their time with more flexibility.
2	Not given.

Room Description		Rate Quote
1	Garden view, facing the front of the property	\$155
2	Mountain view, facing north	\$178

When the caller resisted the initial close, Sarah informed her that these were the best rates available and they were booking quickly, inquired if the caller was a Frequent Stay Member, and suggested she sign up. In the future, Sarah could describe the rooms in more enticing detail, give at least one additional benefit statement to help inspire the caller to make a decision, and also assume the sale to more confidently move the process forward.

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**Step 3: The Nitty Gritty** 22 of 22 points achieved 100%  
 -> *Technical skills that ensure everything is correct and clear* *2 pts each unless noted*

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Reconfirm Spelling of Guest's Last Name   | <input checked="" type="checkbox"/> Explain Deposit Policy                 |
| <input checked="" type="checkbox"/> Verify Bed Preference & Room Type (1)   | <input checked="" type="checkbox"/> <b>Explain Cancellation Policy (4)</b> |
| <input checked="" type="checkbox"/> Verify Arrival Day, Date, and Number of Nights                                      | <input checked="" type="checkbox"/> Provide Confirmation Number (1)        |
| <input checked="" type="checkbox"/> Verify Package Details (1)  | Number: <u>123456</u>  |
| <input checked="" type="checkbox"/> Verify Rate (1) <span style="margin-left: 20px;">Rate Selected: <u>\$178</u></span> | <input checked="" type="checkbox"/> Acquire Contact Information            |
| <input checked="" type="checkbox"/> Accurately & Confidently Handle Knowledge Question (4)                              | <input checked="" type="checkbox"/> Ask for Special Requests               |

Hotel or Local Area Knowledge	
<b>Question</b>	Can we request a late check out as we have an evening flight?
<b>Answer</b>	We can make a request on your reservation, but we can't guarantee it at this time. You can check with the front desk during your stay. You are welcome to leave your bags at the front desk and enjoy the hotel amenities while you wait to leave for the airport.

Sarah very specifically explained the cancellation policy, which helped to put the guest's mind at ease about booking the trip at this time.

**Step 4: Finish Confidently** 6 of 8 points achieved 75%  
 -> *Ending the call on a high note* *2 pts each*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Offer Additional Assistance Before Ending | <input checked="" type="checkbox"/> Thank Caller        |
| <input checked="" type="checkbox"/> Use Hotel Name in Closing                 | <input checked="" type="checkbox"/> Personalize Closing |

In closing, Sarah bid the caller, "Thank you for calling Your Hotel; have a good stay." She could add more personalization by having some unique detail to the closing. For example, "Thank you for calling Your Hotel; we look forward to welcoming you and your extended family here in June."

**Show Off Your Hospitality Skills** 15 of 18 points achieved 83%  
 -> *The overall impression you give throughout the call* *3 pts each*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Effective Questioning & Listening                   | <input checked="" type="checkbox"/> Call Flow Organized & Paced Comfortably |
| <input checked="" type="checkbox"/> Convey Confidence                                   | <input checked="" type="checkbox"/> Use Caller's Name ≥2X                   |
| <input checked="" type="checkbox"/> <b>Professional Language, Avoiding Slang/Jargon</b> | <input checked="" type="checkbox"/> Maintain Friendly Rapport Throughout    |

Sarah did an excellent job maintaining an upbeat attitude and guiding the call professionally and confidently from topic to topic. She could, however, use full sentences when asking questions instead of single words, like "date?"