

Here are Alisha's Real-World Sales Tips For June, 2011



- Provide a card announcing GUEST OF THE DAY and have the guest complete the card with additional information and if they complete it they can choose a reward of points, item from the suite shop, complimentary movie, drink...etc...
- When meeting in-house guests, such as at refreshment hour or breakfast, send them an email saying more than it was nice to meet them. Recall and mention something from the conversation to include in the email. If they don't have an email, leave a message in their room or a note saying it was a pleasure meeting them.
- Always think about ways you can help simplify your clients booking process. For example, create special flyers (or email templates) with their company logo showing their preferred rates and everything our rates include and instructions with how they can make reservations online to have their special preferred rates populate. Then they can share this document with other associates.
- Create a PowerPoint based overview of your area guide to also share on presentations and with guests to show additional value added services that you personally take time to share with clients either in person or using an online meetings tool like GoToMeeting. Take it one step further include information on the local restaurants, attractions, activities, events, and transportation companies, and sell the destination!
- If you are trying to obtain a new client, invite them to have one of their frequent guests try your hotel in order to share their feedback. Invite their special guest to tour the hotel and have breakfast or lunch with you during their stay.
- Create a referral program for in house guests which rewards existing guests with points or any other special rewards/perks for sharing referrals of other travelers to your hotel.