

Transient Edge[®]



Description

In this program, which can be anywhere from one to four days, Signature Worldwide teaches guest service representatives a Magic Formula for handling reservation inquiries, improving guest experiences and selling more rooms.

Who Should Attend?

Front Desk Agents
Guest Service Representatives
PBX Operators

Learning Objectives

Through a variety of techniques, including role-playing, employees will learn when, how and why to:

- Establish rapport with potential customers
- Identify caller needs
- Build value before quoting rates
- Ask for a commitment.

Why Should I Stay in Your Hotel?

Do your reservations and front desk associates know the right answers to that question?

Do they identify caller needs and create value before quoting room rates?

Do they ask for the reservation?

If these things don't happen every time the phone rings or a prospective guest walks into your lobby, you're losing reservations – and money – to your competition.

Signature can help. We've worked with thousands of hotels and resorts to build the sales and service skills of reservation agents and front-desk staff. We teach a simple Magic Formula for handling inquiries, improving caller experiences and selling more rooms.

Transient Edge[®] is more than a training event – it's a turnkey system for changing behavior that creates lasting improvements in guest satisfaction, conversion rates, and RevPAR. How?

- We start with a thorough assessment and tailor the program to your needs.
- We conduct a dynamic and engaging on-site training event.
- We support skill development with ongoing coaching and mystery shopping.
- We provide web-based management reports that help you drive performance.

Transient Edge participants gain the skills, confidence and attitude to perform to their best ability. Through ongoing coaching and mystery shopping, they'll learn to integrate those new skills into their daily routine. And you'll see the results.

Signature[®]
WORLDWIDE
business and training solutions

It's easy to calculate the ROI of Transient Edge.

Our clients typically increase conversion rates, and therefore, occupancy. Use the formula below to see how much additional revenue our **Transient Edge** can generate for you.

	Before Training	After Training	Your Hotel
Average Daily Rate	\$ 105	\$ 109	\$ <input type="text"/>
Number of Rooms	170	170	<input type="text"/>
Occupancy	70%	75%	<input type="text"/>
RevPAR	\$ 73.50	\$ 81.75	\$ <input type="text"/>
Monthly Rooms Revenue	\$ 374,850	\$ 416,925	\$ <input type="text"/>
Monthly Revenue Increase		\$ 41,325	<input type="text"/>

Program Options

Transient Edge can be tailored to fit the unique needs of your hotel:

Hotel Size:	Under 100 Rooms	100-300 Rooms	Over 300	
Market Segment:	Limited Service	Full Service	Resort/Convention	
Assessment and Program Development	<ul style="list-style-type: none"> • Pre-training shop calls • Tailor program 	<ul style="list-style-type: none"> • Assessment by phone • Pre-training shop calls • Tailor program 	<ul style="list-style-type: none"> • Assessment meeting (on-site or via phone) • Pre-training shop calls • Tailor program 	
Training Event	<ul style="list-style-type: none"> • 1-day initial training • 5-18 participants • Multiple property options available 	<ul style="list-style-type: none"> • 1-2 days of initial training • Up to 18 participants per event 	<ul style="list-style-type: none"> • 2-4 days of initial training • Up to 18 participants per event 	
Reinforcement	Coaching	<ul style="list-style-type: none"> • 3 reinforcement visits per year • Unlimited phone-based coaching 	<ul style="list-style-type: none"> • 3-4 reinforcement visits per year • Unlimited phone-based coaching 	<ul style="list-style-type: none"> • 4 reinforcement visits per year • Unlimited phone-based coaching
	Measurement	<ul style="list-style-type: none"> • 7 shop calls per month (recorded & scored) 	<ul style="list-style-type: none"> • 10 shop calls per month (recorded & scored) • Optional on-site shops 	<ul style="list-style-type: none"> • 10-20 shop calls per month (recorded & scored) • Optional on-site shops
Management Tools	<ul style="list-style-type: none"> • Web-based reports 	<ul style="list-style-type: none"> • Web-based reports 	<ul style="list-style-type: none"> • Web-based reports 	