

**UNIT – IV**  
**RESERVATION SALES**  
**MANAGEMENT**

# OBJECTIVES

- Adequate Staffing
- Rooms Inventory
- Call Management
- Motivation
- Reservation Map
- Sales Strategies

# FORECASTING

- The reservations forecasts incorporate group and transient data.
- These forecasts are important to the rest of the hotel because they help plan for:
  - Asset allocation
  - Staffing levels
  - Inventory availability
- The primary message of the forecast is occupancy percentage.

# FORECASTING

Forecasting is an important to ascertain the volume of business expected . It helps in coordinating sales during lean days and marking sold out on other days. It can be done on a daily, weekly, monthly basis from the confirmed reservations on hand supported by the reservation chart and waitlisted and confirmed bookings.

# FORECASTING

Forecasting can be affected by several factors:

- More cancellations and no shows than anticipated
- Walk- ins reservations
- Guests who overstay
- Rooms taken as out of order
- Faulty overbooking
- Residents in house
- Additions or reduction of rooms that affect the number of saleable rooms.

# **STAFFING FOR RESERVATION**

## **SALES MGMT.**

- Proper staffing is crucial to maximizing revenue and implementing yield management.
- Reservations staff should be at peak levels during prime selling time.
- Incoming reservation calls are routed to available agents via an Automated Call Distributor, which also provides call volume reports on regular intervals.
- These reports aid in determining prime selling time.

# ROOM INVENTORY

An in-house automated reservation system can keep a close track of reservations. Such systems can tightly control room availability data and automatically generate many reservation related reports. Automated systems can also generate reports summarizing reservation by room type, guest profile, and many other characteristics. The biggest advantage of an automated reservation system is to improve accuracy of room availability and rate information.

# CALL MANAGEMENT

- Displaying appropriate telephone etiquette.
- Qualifying the guests.
- Describing the property.
- Presenting the rate.
- Overcoming price resistance.
- Up-selling
- Closing the sale. (Making the reservation)
- Recapping the sale.



# RESERVATION CALL MGMT.

- The reservations department is often viewed as an extension of the sales department. Knowledge of the product (the hotel) is vital.
- Since the agent is often the first hotel employee a guest comes in contact with, he/she begin the guest satisfaction process.

*“You can only make one first impression”*

# RESERVATION CALL MGMT.

- Hotel product knowledge should include:
  - **Food and Beverage Outlet Information**
  - **General Hotel Information**
  - **General Vicinity of the Hotel (local area)**
- Since the agent is often the first hotel employee a guest comes in contact with, he/she begins the guest satisfaction process.
- Cross training is a good way to allow the agents to learn and grow professionally, while expanding their hotel knowledge.

# RESERVATION CALL MGMT.

- The ACD aids in managing reservation calls by measuring:
  - call length
  - wait time
  - dropped calls
- These measurements help compute the conversion ratio of the number of transient bookings made vs. the number of calls received.

# RESERVATION CALL MGMT.

Proper phone voice, and verbiage used in transient phone reservations include the following phrases:

- *“How many people in your party?”*
- *“Are you a member of our frequent stay program?”*
- *“Have you stayed with us before?”*
- *“Do you prefer smoking or nonsmoking?”*
- *“What is your estimated time of arrival?”*
- *“What credit card would you like to use?”*
- *“Let me reverify this information for you.”*

# DISTRIBUTION OF SALES CHANNELS

Hotel has come to realize that having multiple distribution channels for their goods and services is critical to success. The more channels of distributions, the more opportunities guest will have to enquiry about and book rooms. Reservations enquiry may come in through the Property's Reservation Department (property direct) through a Central Reservation System, Cluster Reservation Office, Global Distribution System (Air line and Travel Agent Network), Intersell Agency, or through Internet Distribution Systems.

# AUTOMATED CALL DISTRIBUTOR

The ACD aids the Director of transient sales in managing call volume, but it also can aid in other measurements. Reservation agents are measured in their ability to make a reservation on every call. The ACD system can provide data specific to each phone extension , thus each agent.

# TELEPHONE DISTRIBUTIONS CHANNEL

- Implement an effective training program to teach telephones skills to all new front desk agents and reservation staffs.
- Commit to on going use of a shopping programmed to ensure the quality standard are maintained.
- Provide adequate staffing to ensure rapid pick-up (usually defined as three rings or less) by reservation personnel.

# TELEPHONE DISTRIBUTIONS CHANNEL

- Examine closely the experience of guests that most temporarily by placed on hold. Develop an effective and professional on hold recording that encourages guests to stay on the line until they can be helped and find ways to minimize wait time.
- Use a logical fade rate if rate resistance is encountered.



# MOTIVATION

- Step-1 : A hotel sells rooms to a travel wholesaler.
- Step-2 : The travel wholesaler sells rooms to a travel agents.
- Step-3 : Travel agents sells rooms to an individual guest (or group)
- Step-4 : The guests (or group) stays at the hotel.

# RESERVATION MAP

		Transient Booking Cycle Analysis							
		Days from Arrival							
	ACTUAL	15 DAYS	30 DAYS	45 DAYS	60 DAYS	75 DAYS	90 DAYS		
JANUARY	723	592	402	319	200	97	79		
FEBRUARY	1772	1451	1044	551	347	219	175		
MARCH	3324	3304	2706	2035	1602	1109	779		
APRIL	2912	2992	3010	2577	1723	1350	1009		
MAY	2383	2415	2292	1670	1176	831	545		
JUNE	2465	2356	1998	1920	1489	956	815		
JULY	4425	4479	4472	3384	2391	1386	1193		
AUGUST	4039	4060	3621	3054	2585	1940	1567		
SEPTEMBER	1624	1601	1697	1475	1050	766	602		
OCTOBER	1899	1842	1601	1221	873	625	466		
NOVEMBER	1796	1699	1385	581	307	199	92		
DECEMBER	1286	1201	1051	599	420	186	101		
TOTAL	28648	27992	25279	19386	14163	9664	7423		

# RESERVATION MAP

		ABC Hotel Group Worksheet										Week of: 4/17/00								
		Sat. 4/17		Sun 4/18		Mon 4/19		Tue 4/20		Wed 4/21		Thu 4/22		Fri 4/23		REVENUE		COMMENTS		
		Rooms	GST	Rooms	GST	Rooms	GST	Rooms	GST	Rooms	GST	Rooms	GST	Rooms	GST					
Group:	<b>SUNNY TOURS</b>	Blocked	10		10		10													
Code:	<b>SUN</b>	Booked	8		8		8										Total Rooms:	24		
Start Date:	<b>4/17</b>	Forecast	7	14	7	14	7	14									Avg. Rate:	\$99.00	Series group.	
Res Meth:	<b>LIST</b>	Actual															Total Revenue:	\$2,376	Double Occ.	
Salesp.:	<b>JOHN</b>	Arrivals	7	14																
Group:	<b>123 TOOLS</b>	Blocked			30		30													
Code:	<b>TOOL</b>	Booked			30		30										Total Rooms:	60		
Start Date:	<b>4/18</b>	Forecast			28	28	28	28									Avg. Rate:	\$125.00	Repeat	
Res Meth:	<b>IND</b>	Actual															Total Revenue:	\$7,500	Group.	
Salesp.:	<b>SALLY</b>	Arrivals			28	28														
Group:	<b>MODEL CLUB</b>	Blocked			10															
Code:	<b>MDL</b>	Booked			5												Total Rooms:	5		
Start Date:	<b>4/18</b>	Forecast			5	10											Avg. Rate:	\$89.00	SMERF	
Res Meth:	<b>LIST</b>	Actual															Total Revenue:	\$445	Group. High	
Salesp.:	<b>JOHN</b>	Arrivals			5	10													no-show	
																			factor	
Group:	<b>SMITH GEARS</b>	Blocked						125		125		125								
Code:	<b>SMTH</b>	Booked						120		120		120					Total Rooms:	360		
Start Date:	<b>4/20</b>	Forecast						120	135	120	135	120	135				Avg. Rate:	\$109.00	High outlet	
Res Meth:	<b>IND</b>	Actual															Total Revenue:	\$39,240	usage	
Salesp.:	<b>SALLY</b>	Arrivals						120	135											
Group:	<b>MATH ASSOC.</b>	Blocked										55		55						
Code:	<b>MTH</b>	Booked										55		55			Total Rooms:	110		
Start Date:	<b>4/22</b>	Forecast										35	35	35	35		Avg. Rate:	\$118.00	Group of	
Res Meth:	<b>IND</b>	Actual															Total Revenue:	\$12,980	teachers	
Salesp.:	<b>BILL</b>	Arrivals										35	35							
Group:	<b>JONES WEDDING</b>	Blocked												15						
Code:	<b>JNS</b>	Booked												7			Total Rooms:	7		
Start Date:	<b>4/23</b>	Forecast												6	12		Avg. Rate:	\$79.00	Wedding On	
Res Meth:	<b>IND</b>	Actual															Total Revenue:	\$553	Saturday	
Salesp.:	<b>JOHN</b>	Arrivals												6	12					

Gautam Singh , Hospitality Trainer , 07830294949

# RESERVATION SALES STRATEGIES

- Top Down
- Bottom Up
- Mid Range

# TOP DOWN SALES STRATEGY

The “top down” strategy is the most widely used. This strategy has the agent quoting a rate for the hotel’s best room type (i.e., most expensive), and moving down to a lower rate, if not accepted. This strategy is used in situations where the hotel wants to drive the rate.

# **BOTTOM UP SALES STRATEGY**

The “bottom up” strategy has the agent begin by quoting a rate corresponding to the lowest room type (least attractive or least expensive of the available rooms).

# **MID RANGE SALES STRATEGY**

The “mid range” strategy suggests that the agent quote a rate from middle room type, going either up or down a tier based on the guest’s acceptance or opposition. Agents using this strategy have the flexibility to tailor their approach to the guest and the progress of the call. Experienced agents are best suited for this strategy, as it requires experience and the ability to implement either the top down or bottom up strategies as needed.

**YOUR CAREER**

**YOUR FUTURE**

**YOUR ABILITY**

**YOUR SUCCESS**

**YOUR DREAMS**

0 7830294949

**Gautam Singh , Hospitality Trainer , 07830294949**