

StayPointsSM Training: Talking Points during Staff/Guest Interaction

Your staff will have many opportunities to use StayPointsSM as a marketing tool throughout the sales process. The information below will assist them in keeping the conversation simple and to the point.

Always promote SIMPLE!

WHEN TO BRING UP STAYPOINTS?

First of all, StayPointsSM Guest Reward Program may not always need to come up in a sales call. Preparing to introduce StayPointsSM into the sales conversation will allow your representatives to maximize the program's impact for your organization.

- It is important to qualify your prospects as to their needs which might lead to where to mention StayPoints.SM ** StayPointsSM shopped 7 random lodging providers and found that most did NOT qualify our call and 0% sent a follow-up email even when we provided an email.
- Use StayPointsSM as a “closer” or possibly as a way to keep the prospect interested in learning more about your company as the representative attempts to close the deal.
- Following up with an email gives you the opportunity to recap the call, illustrate the features and benefits of your organization, and mention your StayPointsSM Guest Reward Program. You might consider creating a call-to-action in your email where you offer 1,000 points for booking the reservation within the next 24-hours.
- Consider offering points to third-party vendors or suppliers as a “thank you” for business.

QUALIFYING LEADS

In this section you'll find some useful sales tips for moving a prospect from thinking “PRICE, PRICE, PRICE” to understanding the value proposition of your company with the assistance of StayPointsSM.

- Ask good questions to open up a discussion and gather information about your guest.
- Listen well to connect your guest to your brand in a positive way.
- This conversation will help defuse the guest's desire to treat your product as a commodity and help define your difference in your market.

Remember, the longer you keep a prospect happily engaged on a sales call, which you should view as an investment of time and energy on your end and theirs, the higher the probability they will NOT shop your competitors.

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SALES-CALL - TIPS AND SCRIPTS

Prospect: "Hello. I'm calling to get a price on your properties."

Representative: "Great. What's your name? I'd be glad to get you some pricing but let me be sure that I have a good understanding of what you're looking for..."

"Also, if you don't mind, I'd like to follow up this call by sending you a quote of what we discuss. Can I email that to you? (Pause)"

Let him/her respond "yes" or "no." If "yes", ask for their email address.

NOTE: If someone has a problem giving you contact information up front, move on and don't let it be an uncomfortable situation, it just means that you don't have them engaged enough to ask for that information at this point in the conversation. This is less about you or your company, and more about the prospect's personality or the goals of their call. A prospect that is hesitant to give you contact information is more likely to shop your competitors.

Representative: "...Are you going to be traveling alone, or do you have additional members in your party? (The answer will open the dialogue regarding the purpose of their travel, identifying their needs.)"

Representative: "...What part of town/city/area are you interested in staying?
(Your prospect may not know the area and asking this question might be of great value to him/her.)"

Representative: "...Are you traveling for business or pleasure?
(Again, helps determine how you might help them better.)"

Representative: "...Are you a member of a Guest Reward Program?"

Prospect: Yes, wait, what do you mean?"

Representative: Our company now offers StayPointsSM Guest Reward Program.

Representative: "...Have you ever stayed with us before?
(Creates a sense of loyalty perhaps they've been missing something.)"



Use the StayPointsSM Sales Sheet to email interested guest about the program.

SALES SHEET

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CLARIFYING & SOFT “CLOSING” STATEMENTS

Clarify your guest/prospect’s information and needs by asking the following questions to reiterate the information you’ve gathered and confirm that you’ve heard them correctly. This type of engagement is greatly appreciated by prospects.

Representative: ...Let me be sure that I understand what you’re looking for.

Representative: ...If I were to be able to provide you with (state their needs here) will you be making your reservation with me today?

SPECIFIC STAYPOINTS TALKING POINTS

Where ever you determine StayPointsSM fits into your conversation here are some talking points to help you bridge the conversation into a discussion about the program.

“Have you heard about our StayPointsSM Guest Reward Program? Now, our guest can earn points for staying with _____.”

“Before I forget, I want to mention that _____ is offering a new Guest Reward Program called StayPointsSM. It only takes two or three minutes to join and doesn’t cost anything. I’ll include a link to join in my follow-up email or you can visit www._____.mystaypoints.com if you’d like to review it before then.”

“StayPointsSM is easy to use and easy to join. I’ll send you a link to join the program today. Let me confirm your email address?”

“_____ is now part of the nationwide StayPointsSM Guest Reward Program where you can earn points for your stay with us and many other lodging providers all over the United States.”

“As far as we understand, most of our competitors do not offer a guest reward program. It’s one of the many ways we hope to say “thank you” for your business.”

“Now you can earn points for your stay with us similar to the way you might earn reward points with one of the national hotel chains.”

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DEFINING YOUR DIFFERENCE TALKING POINTS

As a StayPointsSM Affiliate, you've begun the process of positioning your company into a new class of providers. While your competitors will continue to struggle with defining their difference in their market, the StayPointsSM Guest Reward Program sets your company apart and will improve your company's value proposition.

Once they hear that your company is offering StayPointsSM, your competitors may spend more time trying to explain why they don't have a guest reward program than they spend selling their own services.

"Higher quality providers, such as _____, invest a lot of time and resources into letting their customers know how much they are appreciated and valued. After all, while lodging may be our product... YOU are our business."

"Our guests always receive the best which includes our StayPointsSM Guest Reward Program."

"Our reward program is simple to use and offers a wide range of award gifts for our guests, which is consistent with what we've become known for in this industry."

"Are you receiving reward points with our competitor(s)?"

"The StayPointsSM Guest Reward Program works great with the guest who has a daily per diem." (List all services that fall under your daily rate and don't forget StayPointsSM as one of the items).

"Did you know you will receive (XXXX) points as a StayPointsSM Guest Reward Member each month? There are over 100,000 gifts and merchandise, you can book flights, reserve lodging, and purchase tickets to your favorite activity, event, or concert... and much more."

"Our guest reward program is very different because you don't have to accumulate "tens of thousands" of points before you can redeem great rewards." There are thousands of items listed for under 3500 points!"

LARGER TALKING POINTS

"StayPointsSM Guest Reward Program is the a nationwide customer loyalty program that allows our guest to earn points with providers all over the United States. It's a SHARED Reward Program which gives you plenty of opportunities to earn points."

Our guests who become StayPointsSM Guest Reward Members really do receive the best of both worlds... they receive the hands-on attention of our locally owned and operated company, PLUS all the perks of a nationwide guest reward program."

INFLUENTIAL CUSTOMERS TALKING POINTS

While speaking with travel coordinators, bookers, HR reps, real-estate professionals, and other individuals that are important influencers to your company, you might consider offering the StayPointsSM Guest Reward Program to them, offering points as a "thank you" for their loyal patronage. These influential customers are encouraged to join the StayPointsSM Guest Reward Program as members.