

Express Points

Sales Quality Assurance Test Call

For More Information & Orders



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Or Go Mobile



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Shop Details

Location Shopped:

Date of Shop:

Sales Person:

Shop Type:

Hotel Type:

*Property ID
Code:*

ADI:

Shop ID Code:

Brand

Special Notation:

Sales Scenario

Market Segment:

Attendees:

Client Name:

Flexibility:

Organization Name:

Competition:

Function:

Decision Date:

Function Space Needs:

Overnight Needs:

Section	Possible	Actual	%
Greeting	8	0	0%
Qualification of Needs	20	0	0%
Presentation	25	0	0%
Handling Objections	17	0	0%
Attempt to Close	25	0	0%
Professionalism	6	0	0%
Total	101	0	0%

Capture

- Yes, effectively convinced the caller to book this or future business
- No, was not effective in gaining the caller's confidence for this or future bookings

Reachability Factor

- 100% Caller spoke to sales person on initial call
- 50% Receptionist took enough details to start inquiry
- 0% Receptionist took minimal information
- 0% Caller was transferred into voicemail
- If message left, it was returned in _____ hours

Financial Summary

Note: for an additional fee, competitors can be contacted to obtain pricing only for the same event

	Hotel	Competitor 1	Competitor 2	Competitor 3
		This Service Not Requested <input checked="" type="checkbox"/>	This Service Not Requested <input checked="" type="checkbox"/>	This Service Not Requested <input checked="" type="checkbox"/>
<i>(Final)</i> roomnights @:		\$0.00	\$0.00	\$0.00
<i>Total Room Revenue:</i>	\$0.00	\$0.00	\$0.00	\$0.00
<i>Total Combined Room Rental:</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
<i>Estimated Food and Beverage:</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
<i>Miscellaneous:</i>	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Total Potential Revenue	\$0.00	\$0.00	\$0.00	\$0.00

Chronology of Interaction

Date	Time	Comment

Primary Strengths Observed:

Primary Areas of Opportunity Observed:

Sales/Catering Department Greeting

(Must be done verbally)

1. Number of rings before answer	Answered in three rings or less	Yes 1	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
2. Number of seconds on hold	Caller placed on hold	Yes 0	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
3. Greeting was polite, friendly and easily understood.		Yes 1	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
4. Sales Person was available to assist (questions 5, and 6 are N/Aor..... if Sales Person was not available then question #4 is rated N/A and questions 5 and 6 are rated instead)		Yes 5	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
5. Sales Person was not available, Assistant obtained pertinent details of inquiry in addition to name and phone number to pass on to Sales Person		Yes 1	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
6. If Sales Person was not available, and a message was left, call was returned within 24 hours (9 am – 5 pm Hotel Time)		Yes 5	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>

Score: 0% 0 points out of a possible 8

Qualification of Needs

(Can be done verbally or electronically)

1. Asked all necessary questions about specific needs for event or travel (i.e. overnights, food and beverage, times and dates, set-up style and A.V. Will vary depending upon type of group. For IBT it would be # annual roomnights, arrival/departure patterns, Months travel occurs, # ppl in room, if it's a required program or optional)	Yes 4	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
2. Uncovered decision maker	Yes 2	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
3. Asked purpose of event or travel (for wedding inquiries, inquiries this would not be appropriate, or inquiries where this was provided by the caller this is N/A)	Yes 2	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
4. Uncovered history of event or travel so they can better evaluate attrition and reliability of specs (N/A for wedding inquiries or inquiries where it would not be appropriate)	Yes 1	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
5. Asked about the budget or price expectation prior to quoting pricing so they could better anticipate potential price resistance or opportunities for upselling	Yes 2	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
6. Uncovered the decision date	Yes 1	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
7. Determined what other facilities were being considered. Must specifically determine facility names. (i.e. not simply ask the close ended question, "Are you considering other hotels?")	Yes 3	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
8. Uncovered buy factors, what is most important when choosing a hotel	Yes 5	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>

Score: 0% 0 points out of a possible 20

Presentation and Selling Skills

(Must be done verbally)

1. Verbally sold features and benefits of the property (must do at least 3 features and 2 benefits to gain a Yes rating)	Yes 7	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
2. Manager addressed the customer's buy factors by pointing out features and benefits that met these specific wants and needs (rated as No if Manager did not uncover buy factors and did not sell to them)	Yes 7	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
3. Manager quoted availability within 24 hours	Yes 3	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
4. Manager quoted pricing within 24 hours	Yes 3	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
5. Manager attempted to sell against the competition in a positive manner (rated as No if manager did not uncover competition and did not sell against them)	Yes 5	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>

Score: 0% 0 points out of a possible 25

Handling Objections

(Can be done verbally or electronically)

If an Objection Was Not Raised						
1. During the call	Manager did a nice job in selling the caller on choosing their facility and so an objection was not raised					5 <input type="checkbox"/>
	Not Applicable, an objection was not raised and this section does not apply					0 <input type="checkbox"/>
	An objection was raised, see questions 2 through 4					0 <input type="checkbox"/>
Basic Skills						
2. Confirmed their understanding of the objection and clarified what the caller was looking for	Yes 1	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
3. Acknowledged the objection and appeared interested in the caller's concern, showing empathy	Yes 1	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
4. Reinforced the features and benefits in trying to overcome objection	Yes 5	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
Objection Due to						
5. Sales Person responded to the objection by						
6. If a concession was extended a reason for doing so was provided to maintain integrity	Yes 3	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
Overall Response to Objection						
7. Overcame objection successfully	Yes 5	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
<small>Note: If a concession is extended as requested by the customer, but Question #4 and #6 are No, then this question #7 is will be rated as No even if Caller received what they wanted. This is because this jeopardizes the negotiating integrity of the hotel as the customer is given what they wanted without any attempt to explain why and without any attempt to sell the hotel further.</small>						
8. Used a trial closing question to determine if the objection was overcome or if there were any other obstacles to address	Yes 2	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>
9. Offered alternative dates when they could be more flexible (does not impact score, but in many instances can be a good strategy to maintain integrity. For BTSM inquiries this is N/A)	Yes 0	<input type="checkbox"/>	No 0	<input type="checkbox"/>	N/A 0	<input type="checkbox"/>

Score: 0% 0 points out of a possible 17

Attempt To Close

(Can be done verbally or electronically)

1. Manager asked a trial close question during the sales call to help lead into the close Yes ₂ No ₀ N/A ₀
2. Attempted to close on a tentative or definite basis via: Phone ₂₀ Email ₁₅ Not Done ₀ N/A ₀
Please Note: test call is closed out after pricing and availability are quoted. Follow-up skills are not evaluated. If Manager does not close during this process they receive a Not Done
3. After confirming availability and/or agreeing to send information, Manager confirmed **a specific day AND time** to follow up with the caller which would ensure the ability to reach the customer Yes ₃ No ₀ N/A ₀

Score: 0% 0 points out of a possible 25

Professionalism and Follow-up

(Can be done verbally or electronically)

1. Manager was friendly and attempted to build rapport Yes ₃ No ₀ N/A ₀
2. Manager returned phone calls in a timely manner (Rated N/A if no message was left) Yes ₃ No ₀ N/A ₀

Test call is closed after the Manager quotes pricing and availability. Saturdays, Sundays, and Major Holidays are not included in timing.

Score: 0% 0 points out of a possible 6