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Suggestive selling is the creative and enthusiastic merchandising of accommodation to generate sales and enhance service to the guest. To be effective, the receptionist/reservation clerk must be knowledgeable regarding all aspects of the hotel and shall use all the selling aids and tools available. Certain techniques must also be applied in accommodation merchandising.

建议性销售是销售住宿产品的创意和热情并且强化客人服务。为了有效，接待员/订房部员工要有丰富的酒店各个方面知识，并且应该使用所有的销售辅助工具。一些技术也必须适用于住宿产品销售。

Selling Aids and Tools销售辅助和工具

Room Categories房型

- Packages / Special Offers / Meal plan打包服务项目/特别优惠/膳食
- Hotel facilities酒店设施
- Flyers, hotel brochures, bonus vouchers,传单，酒店手册，奖励券

Room Categories房型

The room categories are the most important selling aid at the front office/reservation. To function effectively and give the guest information about the available accommodation facilities, all front office/reservation employees shall be able to explain the room categories by:

房型是前台/预定部用于销售的最重要的辅助。有效地发挥作用，并给予客人有关可用的住宿设施信息，所有前台办/预定部员工应能够解释的房间类别：

- *Location of rooms:* Know where the different rooms types are located within your hotel. If the receptionist/reservation clerk does not know how to outline the hotel's premises, the guest's impression of him/her (as a sales person), and consequently the hotel, will not be favourable.
 房间的位置：了解不同的房型在酒店的位置。如果前台/预定部的员工不知道如何概述酒店，那么客人对于他（作为一名销售员）的印象会因此影响到酒店。对酒店不利。
- *Room equipment & facilities:* Know what equipment/furniture and facilities are used/provided/included in different room types. Know also the max. possible occupancy per room / room type.
 房间的设备及设施：知道不同类型的房间内使用/提供/包括什么不同的设备/家具和设施。也知道每个房间/房型最多可以住多少人。
- *N° of rooms available:* Know the exact numbers of rooms per category. It will help the employee to prepare adequate offers for larger groups.
 可使用的房间号码：了解每种房型的准确房号。这样将有助于员工为大型团队准备适当的优惠。
- *Special needs:* Generally, be able to recognise special needs of particular guests. The receptionist/reservation clerk is responsible, that he/she sells a suitable room. The factors in recognising needs are:
 特需：一般来说，能够识别特定客人的特殊需要。接待员/订房部员工负责卖给他/她一个合适的房间。确认需求的因素有：
 - Age of guest(s)
客人的年龄
 - Guest constellation (single, couple, family, friends etc.)
客人状况（单身，夫妇，家庭，朋友等）
 - Obvious disabilities, handicaps etc.

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明显的残疾，残疾等

- Particular requests mentioned by the guest during reservation procedure: 尤其是客人在预约过程中提到的要求:

- quiet floor 安静的楼层
- smoking/non-smoking 吸烟/非吸烟
- sea-view/park view 湖景房/观景房
- close/far to elevator, restaurants/other hotel facilities 距离电梯，餐厅/其它酒店设施近/远
- upper/lower floor 高/低楼层
- connecting doors 连接门
- etc. 等等

- **Shortages:** Be alert to room categories that run out. Availability of categories to be looked up in the system *before* starting the selling procedure.

短缺：警惕突然冒出的房型。可选房型一定要在销售过程之前在系统中查找。

- **Be positive:** Phrase sentences so that it sounds as though the guest is already sold on the idea.

要正面：话语听上去是已经准备好向客人进行销售。

Employee: "Good evening. How may I help you?"

员工：晚上好，我可以帮您么？

Guest: "I would like to reserve a double room for two adults and one child."

客人：我想订一个双人间，两个大人和一个孩子。

Employee: "Would you thus like to reserve a superior room – these are more spacious than our comfort rooms - or junior suite/family room?" (Offer two choices, it is more difficult for a guest to say no.)

员工：您是否想要一个高级房间，这样的房间比较宽敞舒适，或者一个普通套间或是家庭房？提供两个选择，这样客人很难说出不。

After having determined the room category – family room – the meal plan should be addressed:

确定了房型后-家庭房在介绍膳食计划

"As you a travelling with a young child, would you like to add AI to your basic booking?"

因为您是带着小孩旅行，您是否需要在您的基本预定上增加全包服务？

- **Be descriptive.** Knowledge of room layouts will help greatly: "The advantages of our family rooms are _____."

具体描述。房间的布局将会有很大的帮助：“我们的家庭间的优点是_____。”

- **Be honest.** 要诚实。
- **Use salesmanship, but don't push.** 使用推销，但不要逼迫。
- **Do not ask "if" but ask "which"** 不要问“如果”，而是问“那一个”
- **Choose a mid-priced category to sell.** 择一个中等价位出售
- **Use descriptive phrases to merchandise the rooms.** 使用描述性的短语描述商品房间

Packages / Special offers / Meal Plan 打包服务项目/特别优惠/膳食

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Associates shall always check the availability of special offers, packages and the available meal plan (depending on the season). Guests are talkative among each other so make sure that
 公司应该经常检查特别优惠，打包服务项目和（根据季节变化）的膳食计划的可能性。客人之间非常喜欢谈论这些。

- The guests always have the feeling to have made a good deal让客人始终有一种感觉她已经做了最好的交易
- Receive value for money物有所值
- Are fully satisfied with the selected option完全满意选定的产品

Hotel facilities酒店设施

Knowledge about the provided hotel services and facilities is of utmost importance. To be able to present the advantages of the hotel and to push the selling of packages, the employee should know about the following:
 了解酒店所提供的服务和设施是至关重要的。能够提出酒店的优势，推动打包项目的销售，员工应了解以下几点：

- Operating hours of outlets/facilities店铺/设施的营业时间
- Operating restrictions (adults only / renovations etc.) 运营限制（成年人/装修等）
- Possible additional costs (outsourced services) 可能的额外费用（外包服务）

Flyers, hotel brochures, bonus vouchers传单，酒店手册，奖励券

- When confirming the reservation on a written basis (letter, email, fax) enclose additional information to the respective confirmation letter and mention the enclosures within the writing.
 当确认预定是以书面的方式（信件、邮件、传真），为每份确认书附上额外信息，附件要以书面形式。
- Suggestive selling means first of all promoting hotel-own services but then also the promotion of commissionable services of 3rd parties (subcontractors)
 建议性销售的含义首先是促进酒店的服务，然后才是推广带有佣金的第三方（分包商）的服务。