

Transient Edge®



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 Worldwide 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.

Description

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

Format

This training is available onsite or via interactive web classroom. Both training methods are delivered by an experienced Signature Worldwide trainer.

Who Should Attend?

- Front Desk Associates
- Guest Service Representatives
- Front Desk Managers
- Reservationists
- Revenue Managers
- Sales Managers
- Director of Sales
- General Managers

Program Outcomes

- Essential reservations and customer-facing sales and customer service skills
- Increased reservation inquiry conversions
- Increased ADR and RevPar
- Improved product knowledge
- Greater staff confidence
- Increased level of professionalism
- Consistency in service standards
- Clear differentiation from the competition
- Ongoing tools to maintain an engaged and high-performing staff



Ongoing Reinforcement and Measurement

The success of any skill-based training program is directly dependent on the quality of support offered to trained employees after the initial event. Employees must be continuously measured, evaluated and coached to help them integrate new skills into their replicable behaviors. Our reinforcement programs are designed to do just that, and your personalized program will include some or all of the following components:

Regular Onsite Reinforcement Sessions

Your Signature Training Account Manager visits several times per year to continuously build the performance of your employees. Your team will be coached on the development of new techniques and tailored to the most pressing needs at your hotel.

Skill Refresher Web Sessions

These sessions are performed by a Signature trainer and will reinforce and practice one or two skills agreed upon by Signature account manager and your designated internal program driver.

One-On-One Driver Training

An account management team member will facilitate a program driver web session with designated company management team members to discuss engagement, performance results, best practices and areas of focus moving forward.

Unlimited Coaching on Demand™

As part of our ongoing program, employees dial a toll-free number – as often as they like – to role-play, review performance and build skills with Signature's team of experienced coaches.

Mystery Shopping

Experienced Signature shoppers will place calls to your property every month. Calls are recorded and scored based on the employee's mastery of the formula.

Transient Edge® – Becoming Legendary

Access to Signature's self-paced eLearning reinforcement course available on demand for Company's staff. This on-demand course reinforces the trained skills on basic stops of the reservation process. Upon completion of the course, a dedicated member of Signature's staff will be available for a coaching/practice call to provide further instruction, practice specific sales and service skills and provide feedback.

New Hire Open Enrollment

As you experience growth and turnover, new hires will need to be trained and brought up to speed with the rest of your staff. If there are not enough new employees to fill an in-person class on property, our instructor-led, virtual classrooms are held periodically through open enrollment to assist with their initial training. This ensures a consistent and continuous experience for your clients.

Web-based Management Reporting

Signature's web-based management reporting tools will help your team gather and use meaningful data about the skill performance of your employees.

Signature Worldwide Transient Edge® Portal

The **Transient Edge Portal** provides a centralized location for you to access numerous resources to help you drive the Signature Worldwide program and to support the skills learned.

Return On Investment

Signature's history of success in the hospitality industry can be traced to one important factor – our training solutions WORK! Clients whose employees successfully complete our training programs and learn to integrate legendary sales and service skills into their regular behaviors consistently see dramatic increases in conversion rates. As a result, we can say with confidence that your hotel will receive a significant return on its investment in Signature training solutions.

To illustrate, use the following to see how much additional revenue Signature can generate for you.

$$\begin{array}{rcl} & \text{Average Length of Stay} & \\ \times & \text{Average Daily Rate} & \\ \hline = & \text{Average Revenue per Reservation} & \\ \times & \text{Additional Reservation per Day} & \\ \hline = & \text{Additional Revenue per Day} & \\ \times & \text{Active Selling Days per Year} & \\ \hline = & \text{Total Revenue} & \end{array}$$

Our clients also experience other improvements that positively impact financial performance. Those include significant increases in ADR and other revenues, decreases in employee turnover, and improved customer service skills that increase guest satisfaction scores and guest loyalty.

Transient Edge® Training Agenda

Introduction	Welcoming activity and an overview of the session
Why do Customers Quit?	Participants discover the importance of customer service by learning the main reason customers leave
Creating Value	Value, and how to create it for guests, is broken down to its key parts
Legendary Service	Characteristics of exceptional service are reviewed and ways to create a legendary impression are discussed
What's in it for Everyone	Review value of delivering legendary service – benefits to the employee, benefits to your current and prospective residents and benefits to the company
The Bottom Line is a Financial Line	R.O.I. and the powerful revenue potential of a higher conversion rate is discussed
Monitoring Progress: Tracking	Introduce the importance of measuring progress with tracking and the Daily Call Conversion Form
Reality Trip	Listen to recorded phone calls and identify the customer service skills that were effectively used and areas where improvement is needed
Personalizing Benefits	Participants learn the difference between a feature of the hotel and personalizing a benefit specific to the guest
Magic Formula	The steps of the magic formula for delivering legendary service are revealed
Resistance Questions	Identifying guest resistance by asking open-ended questions and relaying a sense of urgency
How do we Communicate?	The importance of tone and body language in guest interactions
Call Back Formula	Identifying how to follow the magic formula on occasions when an employee is busy assisting others, and introducing the Call Back Log as a tool to ensure follow up
Skill Practice	Practical role plays and other activities to apply the skills
Next Steps	Discuss the components of Signature's ongoing reinforcement program

