

Maximizing your reservation productivity. Lesson Outline

Goal	This presentation outlines the reservation making process from the reservation agents' perspective.
Objectives	At the end of this lesson the student will: <ul style="list-style-type: none"> • Understand the importance of the role of the Reservation Agent • Understand the steps in the telephone reservation taking/making process • Have learned techniques to be used to maximize the call to booking rate
Length	1 to 1½ hours
Content outline	<ul style="list-style-type: none"> ➤ Why is it important that Reservation Agents make the transition from being order-takers to order-makers? ➤ The reservation process ➤ Gain control of the call ➤ Opening greeting ➤ Listening activity ➤ Asking basic mandatory questions ➤ Key transitional questions ➤ Then what? ➤ Pyramid of value ➤ Positioning statement ➤ Closing the deal ➤ Secondary closing
Learning Activities	<ol style="list-style-type: none"> 1. Role-playing activities would be perfect for helping students to absorb the material. 2. Each student may prepare a script of a reservation call.
Evaluation Strategy	The learner's mastery of this content can be evaluated through quizzes and by demonstration.