

— HOTEL SALES TEAMS: QUESTIONS TO ASK —

[When there is a downturn in your market]

The most important thing we can do as hotel sales professionals, is to show now more than ever, our industry is here in service. We must approach every conversation with an authentic desire to listen, understand, and serve.

Here are some questions to help guide conversations to open up dialogue and allow for planning + strategies to help impact your business & your customer's best possible recovery.

Current customers:

- What are you hearing inside your organization related to travel?
- Are there departments/groups that currently must travel due to pressing events and priorities?

Customer is currently undergoing travel restrictions:

- What message was sent to employees about travel restrictions?
- What is the current timeframe & definitions as understood by the employees?
- How frequent is new information being shared within the organization around travel updates?
- What should our next steps be to ensure the businesses remain in contact and can work together when it's timely and helpful?

Prospective customers:

Ask ALL the *normal*/sales qualifying questions.

[If you need some guides on this, reach out to [GitGo](#) and we will gladly help your team.]

After all the basic qualifying questions are answered, close every conversation with:

- What would your company's travel normally look like?
- How do you anticipate travel changing in the coming months/year?
- What might get in the way of moving forward with these plans?
- What risks should I be aware of, and how can I help you to ensure that we stay in contact in the case that something does come up to prevent you from moving forward in the timeframe we're discussing?

LAST TIP: Document, document, document. What you do now can help inform lessons to learn and how to react for future events.



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