



## **Chase Call Type 1 - Targeting a prospect that has not stayed at the property before**

**If you get the contact on the phone (could be less than 20% of the time):**

**YOU:** "Hello (prospect's first name),"

"It's (your first name) calling from the (your property name and location)."

"I sent you a postcard introducing our property and enrollment offer to our corporate discount program – BizCount." "Does this sound familiar?" *(end with inflection up)*

**PROSPECT:** "Yes it does."

**YOU:** "Great, did you get a chance to enroll in the program; we tried to make it very easy?"

**PROSPECT:** "Yes I did."

**YOU:** "That's perfect. Do you arrange hotel accommodation for many travellers?"

**PROSPECT:** "I only have myself and one other individual travelling each month...."

**YOU:** "What amenities are important to your travellers?"

**PROSPECT:** "We generally ensure there is wifi and breakfast included..."

**YOU:** "Our program includes.... *(discuss your amenities and inclusions)*. "How many room nights does your company require each month in this area?"

**PROSPECT:** "Usually it's only around three nights."

**YOU:** "Do you have a requirement for a reservation coming up?"

**PROSPECT:** "Not in the schedule at the moment."

**YOU:** "Would your company benefit from a special rate to be used by calling and booking with us directly?"

**PROSPECT:** "That might work for us; I would need to know more information."

**YOU:** "Would you be willing to join us for a visit?"

**PROSPECT:** "Yes, that might be a good idea to see your property first hand."

**YOU:** "Would Tuesday or Thursday work best for you?" *(always offer two options)*

**PROSPECT:** "Let's go with Thursday."

**YOU:** "And would morning or afternoon be best?"



**PROSPECT:** "First thing in the morning on my way into work at 8:30 would be best."

**YOU:** "Great (prospect's first name), my name once again is (your first name) and our address is (property location). I will meet you at our front desk this Thursday morning at 8:30. Thank you for your time and I look forward to meeting you."

**OR**

**YOU:** "Hello (prospect's first name),"

"It's (your first name) calling from the (your property name and location)."

"I sent you a postcard introducing our property and enrollment offer to our corporate discount program – BizCount." "Does this sound familiar?" *(end with inflection up)*

**PROSPECT:** "No actually, it does not."

**YOU:** "That's okay, the postcard showcased our property and offered free enrollment to our no obligation corporate discount program – BizCount. I can take your email address and send you a copy. *(unless you have the address, then repeat it for verification)*

**PROSPECT:** "It is .....or.....that's correct."

**YOU:** "Perfect, do you arrange hotel accommodation for many travellers?"

**PROSPECT:** "Just a few are travelling each month...."

**YOU:** "What amenities are important to your travellers?"

**PROSPECT:** "We generally ensure there is wifi and breakfast included..."

**YOU:** "Our program includes.... *(discuss your amenities and inclusions)* "How many room nights does your company require each month in this area?"

**PROSPECT:** "Usually it's only a couple of nights."

**YOU:** "Do you have a requirement for a reservation coming up?"

**PROSPECT:** "Not in the schedule at the moment."

**YOU:** "Would your company benefit from a special rate to be used by calling and booking with us directly?"

**PROSPECT:** "That might work for us; I would need to know more information."

**YOU:** "Would you be willing to join us for a visit?"



**PROSPECT:** "I have a very busy week and then I'm on vacation for two weeks"

**YOU:** "That's fine, I will send you an open house invitation when you are back from vacation. In the meantime, I will send you the postcard so you may take advantage of the BizCount program."

**PROSPECT:** "That should work and I will watch for your email."

**YOU:** "Great (prospect's first name). My name once again is (your first name) and I look forward to connecting in a few weeks."