

Chase Call Type 2 - Targeting a prospect that has 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've noticed you recently stayed with us, so I sent you a postcard with an enrollment offer to our corporate discount program – BizCount." "Does this sound familiar?" *(end with inflection up)*

PROSPECT: "Yes it does." *(If prospect did not receive, use version two in Type 1 above)*

YOU: "Great, did you get a chance to enroll in the program?"

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: "How many room nights does your company require each month in this area?"

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

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: "Let me send you a rate agreement detailing the program, I'll just take your email address *(unless you have the address, then repeat it for verification)*."

PROSPECT: "It isor.....that's correct."

YOU: "Great (prospect's first name). My name once again is (your first name) and I will send you the details and follow-up with a call to confirm your approval. The next time you are in the hotel, please ask for me by name."