

PCM Phone Script

The phone script is designed to schedule an appointment with the decision maker. We do this by building value, creating urgency and asking questions to qualify who the decision maker is. Ideally, we send the Initial Email before calling so they have the opportunity to view the Digital Platform.

We use a formula of Question/Answer/Question (QAQ), to maintain control so that we can guide them through the process. They ask a question, we answer it and go right back to asking for the appointment.

Once we have established who the Decision Maker is we want to schedule a time when they are in front of their computer or we can meet face to face. Sending the email prior to calling is crucial to your time management. Getting in front of 20-25 Decision Makers should yield a minimum of 10 sales per week.

Please be cautious not to say that you are "**with**" the hotel or that the PCM is issued to **EVERY** guest. Avoid using phrases like, "**16,000 guests will be recommended to you.**" We have no way of knowing how many will actually be issued or if they will use more of the Digital versus print, but we are contracted with the hotel for them to use it for 12 months. Instead, say "**there are thousands of guests going through the hotel each month and the Personal Concierge program will be available through print and digital to guests asking for recommendations**".

What to say

Initial Phone Call (use when calling someone for the first time)

"Hi, this is Terri regarding the Hilton and I'd like to speak with the owner or General Manager about sending business to you from the hotel. Did you see the email that we sent you?"

They reply -

"You can speak with me"

QualifyAsk -

"Great, who am I speaking with? Are you the owner or the General Manager?"

"Hi Bob, we are updating the Concierge program at the Hilton and would love to recommend your place to the thousands of guests going through the hotel. Tom Smith the General Manger specifically asked us to offer you the opportunity to partner with them. Is that something you would handle, or who would I need to speak with about sending all of this business to you?"

Bob replies...."I would handle that."

"If you have 5 minutes today or tomorrow I can stop in and show you how the program works and see if we can send you all of this business, what time works best for you?"

Bob replies... "Can you tell me more about it?"

"Yes, the Concierge program will be available when the guests check in. The Guest Service/Concierge Staff will use the program to recommend some of their favorite shopping, dining and entertainment venues and we thought your place would be a great fit for the clientele staying at the hotel. They will even provide free transportation to and from your place. (Confirm this applies). Many of your neighbors will be participating and we don't want to leave you out. Can I stop in today or tomorrow to show you how we can send you all of this business?"

If Bob continues to ask questions, use QAQ formula -

"Everyone is so excited because the Digital Concierge program is live and interactive so the guests can access your website, reviews, directions or call your place on their smartphone! There will also be a printed version for the guests that prefer that. If you have 5 minutes today or tomorrow I can stop in and show you how it works, what time works best for you?"

Not the Decision Maker - Some questions to qualify

"Who would I need to speak with about sending all of this business to you? Can I get their email and phone number please? Are they local? Are they familiar with how busy these hotels are? Do they work out of another location or when do you expect them to come in next?"

We don't want to fire questions at them but we do want to get the Decision Maker's contact info.

If Bob replies, "I can't give their phone number out but here's his email address".

"Can you call/text him and ask him to call me on my mobile phone, because we don't want you to miss out on all of this business from the Hilton?"

Is there a cost involved/How much is it?

"Yes, there is a nominal investment for a great return. The hotel will be recommending thousands of guests to you over the year. Many of your neighbors will be partnering and we don't want to leave you out. Can I stop in today or tomorrow and show you the different options available?"

Can you give me a ballpark/idea how much it is?

"We have opportunities starting at only \$499. This includes the print, digital, graphic design and thousands of guests being recommended for an entire year. What time is good for you today or tomorrow?"

When calling a Renewal Prospect that you have emailed
"Hi Bob, this is Terri regarding the Hilton. We are updating the Concierge program and would love to continue recommending your place to the thousands of guests going through the hotel. Did you see the email we sent about sending all of this business to you from the hotel? Tom Smith the General Manger specifically asked us to offer you the opportunity to partner with them. Is that something you still handle?" If you have 5 minutes today or tomorrow I can stop in and show you how it works, what time works best for you?

Follow Up Call - (after you have met with someone and they needed to get approval from someone else).

"Hi Bob, this is Terri regarding the Hilton. We are wrapping up the Concierge program for the year and want to see if you got the approval for us to send you all of this business?"

If Bob Responds with Yes

"Great, which position should I reserve for you? In order to reserve your position I do need to attach payment, we can do that with a credit card now or what time today or tomorrow can I pop in to pick up a check?"

If they don't pay at the store level and need to submit to corporate to pay or they can pay with a credit card it may not be necessary to go back to the business. You can email the IO to them, have them sign and email back to you with the corporate AP information or with the credit card information filled in.

When is your deadline?

"We are limited on the number of opportunities available. We have a very short list of businesses that the hotel staff wants to partner with and feel that your place is a great fit for the clientele of the hotel. We can't offer the opportunity to everyone in town so it fills up pretty fast. We don't want you to miss out on all of this business so can you squeeze me in today or tomorrow for 5 minutes?"

Renewal Call

We treat a renewal call almost the same as a first time call except we already have the point of contact's (POC's) name and they are somewhat familiar with the program but we still have to build value and discuss the success of the Digital Platform. The POC may have changed since last year and/or they may not remember all of the benefits of the program so we need to reinforce how successful the program has been. Ideally we send the Renewal Email before making the phone call, however, if the POC has changed the email may have bounced back.

Yes, they received the email

"Great, did you get a chance to check out the link to the Digital Platform? The guests can access your website, get directions and call you from their smartphone or use the printed piece to find you. The hotel staff can text message or email the link to the guests before they even arrive. We would like to continue sending all of this business to you, can I pop in today or tomorrow for 5 minutes to see what changes you would like to make to your design and reserve your position for this next year?"

No, they have not received/read the email

"The email contains a letter from (Hotel POC) thanking you for partnering with them and taking care of the guests they send you. We would love to continue recommending your place to the thousands of guests going through the hotel. We have a couple of weeks on the updates to your graphic design but need to reserve your position before opening up the opportunity to new businesses. Can I pop in for 5 minutes today or tomorrow?"

The POC is not the same as last year and is not familiar with the Personal Concierge Map

"The Hilton has been recommending your place to thousands of guests through the Personal Concierge program. The guests use the digital and print Concierge program to access your website and directions to your place on their smart phone. We are updating the program for the next year and would love to continue partnering with you. Can I pop-in for 5 minutes today or tomorrow and show you how they've been sending you all of this business?"

Possible Objections/Concerns

Not interested

"The hotel staff will be disappointed to hear that. Can I let them know why you don't want to partner with them?" (You may be able to isolate the true concern and overcome).

That didn't work for us

"The hotel has been recommending thousands of guests to your place and they want to continue their partnership with you. There's no tracking on the program and most everyone renews. Can I ask why you feel it didn't work for you?"

It's not in our budget

"I can understand that. Many of the businesses that we work with tell us that they receive such a great return on their investment and renew year after year. We have about an 80% renewal rate because the investment is nominal. We have opportunities starting at only \$499 for the entire year! Can I stop by and show you some other options so we can continue sending you all of this business?"

Discovering the true concern will help you come up with a solution. It could be a budget concern and you could offer them a different placement option or payment plan (i.e. half now to reserve the position and the other half post dated or charged on a credit card in a couple of weeks or up to 30 days). If they agree to see you there is a better chance of working something out so I always go back to asking for the appointment.

The hotel didn't pass them out

"They did go through thousands of Personal Concierge Maps and the staff loves them because it is the only piece that highlights their floor plan and a handful of preferred businesses that they want to recommend. This year they are so excited about the new Digital Platform! Can I pop in for 5 minutes today or tomorrow to show you how it works?"

Chances are the hotel had a staff change/turn over and during the transition may have missed giving the Personal Concierge Map out, however, they have renewed and have contracted to hand them out for 12 months after delivery.

Not sure if they want to renew

"As a courtesy we are offering the renewal opportunity to the existing partners before opening it up to other businesses. We have a list of new businesses to offer the opportunity to this year but would love to continue the partnership with you . Can I pop in for 5 minutes today or tomorrow to show you the new Digital Platform?"

Do you work for the hotel?

"We have been contracted by (name of the POC) to put together their Concierge program. They gave us a list of businesses that they want offer the opportunity to and who to exclude. We can't offer this to everyone but many of your neighbors are participating (or will be offered the opportunity if you're just getting started) and we don't want to leave you out. Can I stop in for 5 minutes today or tomorrow and show you how we can send you all of this business?"