

## MRA Phone Script

The purpose of using the phone script is 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 and get an understanding of what we are offering.

We use a formula of Question/Answer/Question (QAQ), to maintain control of the conversation so that we can guide them through the process. They ask a question, we answer it, and go right back to asking another question, or 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. Getting in front of 20-25 Decision Makers should yield a minimum of 10 sales per week. IF you aren't reaching this goal consult with your Team Leader.

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 the program 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**".

## **Initial Phone Call**

**When calling someone for the first time to introduce the program**

"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."

They reply - **"You can speak with me."** "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 thousands of guests going through the hotel. Tom Smith, the General Manger asked us to offer you the opportunity to partner with them. Did you get a chance to check out the email we sent you with the link to the Digital Platform? The guests can access your website, get directions and call your place from their smartphone using the Digital Platform, 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. 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."**

"Great, 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 in print and digital 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?"

### **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**". Then ask him, "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/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. Can I stop in today or tomorrow and show you the different options that are available?”

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

“We have several options for you to choose from depending on how much exposure you want. The starting point is only \$499, (use what applies in your market) and includes the print, digital, graphic design and thousands of guests being recommended to your place for an entire year. I would love to show you what is available, what time is good for you today or tomorrow?”

**If Bob continues to ask questions, use QAQ formula. Answer his question, and go right back to asking a question or for an appointment. If you pause after answering his question and don't ask him a question he will keep firing questions at you and take control.**

## **Renewal Phone Call**

We treat a renewal call almost the same as an Initial Call except we already have the Point of Contact's (POC's) name and they are somewhat familiar with the program. 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 it 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 so you will need to call and get the new GM's name.

### **When calling a Renewal Prospect that you have emailed**

"Hi Bob, this is Terri regarding the Hilton. We are updating the Concierge program that you're a part of and would love to continue recommending your place to the thousands of guests going through the hotel. Did you see the email we sent you regarding the partnership with the hotel?"

### **Yes, they received the email**

"Great, did you get a chance to check out the link to the Digital Platform and see your design? 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. Tom Smith, the General Manger (or Hotel Management/POC) asked us to offer you the opportunity to partner with them again this year. Is that something you still handle? We would like to continue sending all of this business to you, can I pop in today or tomorrow for 5 minutes to reserve your position for this next year?"

**No, they have not received/read the email**

"The email was to let you know that the Concierge program has been such a success that we are updating it for this year. The Digital Platform has been very popular because 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. Tom Smith, the General Manger (or Hotel Management/POC) asked us to offer you the opportunity to partner with them again this year. Can I stop in for 5 minutes today or tomorrow to reserve your position for this year?"

**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 going through the hotel using the Personal Concierge program. The guests use the digital platform 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 the partnership. Can I pop-in for 5 minutes today or tomorrow and show you how they've been sending you all of this business?"

**How much is it?**

"You currently have a single position on the hotel amenities side that is valued at \$499. That includes the printed map, digital platform, graphic design and business from the hotels for an entire year! We do have a position available with more exposure on the map side that is valued at \$699, or a double position that is \$1299, (whatever applies in your market). Do you want more exposure this year or should we reserve your same position?"

**If they sound positive about renewing and they used a credit card last year you don't even have to meet with them. You can tell**

**them that you will reserve their same position, or we have a prime placement available if they want more exposure on the map side, (double, back cover, etc.).** “We have your credit card on file from last year, ending in (last 4 numbers) do you want us to use that one, or I can stop by and pick up a check today or tomorrow?”

**When is your deadline (Renewals)?**

“We are limited on the number of opportunities available. We are inviting the existing partners to renew first, and then we will open it up to other businesses. We would love to continue sending you all of this business. We have couple of weeks to update your graphic design, we just need to reserve your position today so we know what we have to offer to other businesses. Can we continue the partnership and reserve your position today?”

**If they need to check with partner, etc.**

“The hotel staff has given us a list of new businesses they want to include this year. We would be happy to hold your position for a couple of days so you don't miss out on all of this business. If I haven't heard from you would it be okay if I follow up on Friday”, (within 24-48 hours to maintain urgency).

**When is your deadline (New Prospects)?**

“We are limited on the number of opportunities available. We have a 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 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?”

## **Follow Up Call after a Presentation**

"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? I will email the insertion order to you and our Design Team will be in touch in a couple of days to work with you on the graphics. In order to reserve your position we do need to attach payment, we can do that with a credit card now, or I can stop in today or tomorrow and 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 Accounts Payable (AP) information or with the credit card information filled in.**

### **If Bob Responds with No -**

"The hotel staff will be sorry to hear that! Can I let them know what the deciding factor is? If budget is a concern we would be happy to work with you on that. We can break the payments up, would that help?"



## **Possible Objections/Concerns**

**Discovering the true concern will help you determine what the solution is. 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 meet with you there is a better chance of working something out. Always go back to asking for the appointment.**

### **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 and we will work with you on that. Many businesses tell us that they receive such a great return on their investment and renew year after year. We have opportunities starting at only \$499 for the entire year and can even work out a payment plan with you! If we reserve your position with half today and the other half in a couple of weeks would that help? **Ask what we can do to work out their budget concerns. Many restaurants need the weekend revenue and can pay on Mondays**

### **The hotel didn't use the program**

"They 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 Digital Platform using the QR Code! The guest's can access your information and be

directed to your website from their smartphone. Can I pop in for 5 minutes today or tomorrow to show you how it works?"

### **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).

### **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 businesses to offer the opportunity to this year but would love to continue sending you all of this business. Can I pop in for 5 minutes today or tomorrow to show you how the Digital Platform works and the options that are available?"

### **Do you work for the hotel?**

"No, 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 to 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?"

### **How can we track the success of the program?**

Many of the guests still prefer the printed Personal Concierge Map therefore, we do not track the analytics for the Digital Platform at this time. It would not give us an accurate number for the usage. The investment is nominal and includes the printed map, digital platform, graphic design and business from three hotels, (use what applies in their market) for the entire year! The hotels have asked us to offer you the opportunity and will recommend your place through the

*Possible Objections/Concerns Cont.*

Personal Concierge program in print and digital. Please let us know if you want to partner with them so they can send you all of this business. Can I stop in today or tomorrow for 5 minutes to show you what is available?

## **When do you need payment?**

"In order to reserve your position we do need to attach payment, we can do that with a credit card now or I can stop in today or tomorrow to pick up a check?"

### **Do you need the money all at once?**

"Typically we do attach the full payment when we reserve your position. If that is difficult for you we would be happy to work with you. Can I stop in for 5 minutes today or tomorrow to show you the options?"

### **It's not in our budget**

"I can understand that and we will work with you on that. Many businesses tell us that they receive such a great return on their investment and renew year after year. We have opportunities starting at only \$499 for the entire year and can even work out a payment plan with you! If we reserve your position with half today and the other half in a couple of weeks would that help? Ask what we can do to work out their budget concerns. Many restaurants need the weekend revenue and can pay on Mondays

**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.**

## Say This - Not That

The words we use will either increase or decrease the value of the program. We want to use specific words and phrases that will add value, i.e. "Can we send you all of this business?"

### Increases Value

Position/Opportunity/Partnership  
Partnering with a hotel is much more valuable

Can we reserve your position?  
Would you like to partner with the hotel? Can we send you all of this business?

Invest money/Investment

Participate/Partnership/Graphic Design/Creative

### Decreases Value

Which Spot do you want?  
Would you invest \$1000 for a "spot"?

Would you like to sign up or do it?

Spend money/Cost

Ad/Advertising

Please be careful not to say that you are "**with**" the hotel or that the DPCM 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 the program 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**".

## **Avoid Buyers Remorse**

Ways to reassure the Prospect that they have made a smart decision investing in the hotel partnership.

Explain the process:

- Their investment includes the printed piece, digital platform, graphic design and business from the hotels for an entire year!
- They will receive a Welcome Email from our Design Team within a week.
- Our Design Team will work them on the creative elements and they will receive a proof. If they would rather provide a camera ready design they will receive a template. The dimensions are outlined on the Insertion Order and we have a couple of weeks to work with them on the design.
- The Personal Concierge program will be delivered/live in approximately 90 days.
- As soon as the program has been delivered/live they will receive an email from us with a link to the Digital Platform. We encourage them to stop by the hotel to introduce themselves and pick up a copy of the printed piece.
- They will be offered the renewal opportunity next year.