

Transient Edge®



Why Should I Stay in Your Hotel?

Do your reservations and front desk associates know the right answers to that question? Do they identify caller needs and create value before quoting room rates? Do they ask for the reservation?

If these things don't happen every time the phone rings or a prospective guest walks into your lobby, you're losing reservations – and money – to your competition.

Signature Worldwide can help. We've worked with thousands of hotels and resorts to build the sales and service skills of reservation agents and front-desk staff. We teach a simple Magic Formula for handling inquiries, improving caller experiences and selling more rooms.

Transient Edge® is more than a training event – it's a turnkey system for changing behavior that creates lasting improvements in guest satisfaction, conversion rates, and RevPAR. How?

- We start with a thorough assessment and tailor the program to your needs.
- We conduct a dynamic and engaging on-site training event.
- We support skill development with ongoing coaching and mystery shopping.
- We provide web-based management reports that help you drive performance.

Transient Edge participants gain the skills, confidence and attitude to perform to their best ability. Through ongoing coaching and mystery shopping, they'll learn to integrate those new skills into their daily routine. And you'll see the results.



Description

In this program, which can be anywhere from one to four days, Signature teaches guest service representatives a Magic Formula for handling reservation inquiries, improving guest experiences and selling more rooms.

Who Should Attend?

- Front Desk Associates
- Guest Service Representatives
- Front Desk Managers
- Reservationists
- Revenue Managers
- Sales Managers
- Director of Sales
- General Managers

Program Outcomes

- Essential reservations and customer-facing sales and customer service skills
- Increased reservation inquiry conversions
- Increased ADR and RevPar
- Improved product knowledge
- Greater staff confidence
- Increased level of professionalism
- Consistency in service standards
- Clear differentiation from the competition
- Ongoing tools to maintain an engaged and high-performing staff

It's easy to calculate the ROI of Transient Edge.

Our clients typically increase conversion rates, and therefore, occupancy. Use the formula below to see how much additional revenue our **Transient Edge** can generate for you.

	Before Training	After Training	Your Hotel
Average Daily Rate	\$ 105	\$109	\$
Number of Rooms	170	170	
Occupancy	70%	75%	
RevPAR	\$73.50	\$81.75	\$
Monthly Rooms Revenue	\$374,850	\$416,925	\$
Monthly Revenue Increase		\$41,325	\$

Our clients also experience less evident improvements that positively impact financial performance. Those include significant increases in ADR and other revenues, decreases in employee turnover, and improved customer service skills that increase guest satisfaction scores and guest loyalty.

Program Options

Transient Edge can be tailored to fit the unique needs of your hotel:

Hotel Size:		Under 100 Rooms	100-300 Rooms	Over 300
Market Segment:		Limited Service	Full Service	Resort/Convention
Assessment and Program Development		<ul style="list-style-type: none"> • Pre-training shop calls • Tailor program 	<ul style="list-style-type: none"> • Assessment by phone • Pre-training shop calls • Tailor program 	<ul style="list-style-type: none"> • Assessment meeting (on-site or via phone) • Pre-training shop calls • Tailor program
Training Event		<ul style="list-style-type: none"> • 1-day initial training • 5-18 participants • Multiple property options available 	<ul style="list-style-type: none"> • 1-2 days of initial training • Up to 18 participants per event 	<ul style="list-style-type: none"> • 2-4 days of initial training • Up to 18 participants per event
Reinforcement	Coaching	<ul style="list-style-type: none"> • 3 reinforcement visits per year • Unlimited phone-based coaching 	<ul style="list-style-type: none"> • 3-4 reinforcement visits per year • Unlimited phone-based coaching 	<ul style="list-style-type: none"> • 4 reinforcement visits per year • Unlimited phone-based coaching
	Measurement	<ul style="list-style-type: none"> • 7 shop calls per month (recorded & scored) 	<ul style="list-style-type: none"> • 10 shop calls per month (recorded & scored) • Optional on-site shops 	<ul style="list-style-type: none"> • 10-20 shop calls per month (recorded & scored) • Optional on-site shops
Management Tools		<ul style="list-style-type: none"> • Web-based reports 	<ul style="list-style-type: none"> • Web-based reports 	<ul style="list-style-type: none"> • Web-based reports