



Account Name:

Date:

Client Name:

Title:

Questions to uncover when reaching prospects

- Is this an account in our database that we are already working with?
- What areas of their business have potential travel needs?
- What could be driving their travel needs i.e.: hiring, maintenance shutdown, project?
- Why would they benefit from talking to us right now?
- Who are they currently using as a preferred hotel?
- What do their travelers value in a hotel?
- Why should they work with us vs. the competition?
- Where are we at in the sales process with this prospect? i.e. You have bid on business before or new contact you've never met or preferred rate in place with no room nights.

Objective for Appointment:

Criteria salespeople need to meet before clients will consider engaging in a cold call/email:

- How simple is the request?
- Does it bring value the prospect/client?
- Is it aligned with their objectives (Is it relevant)?
- Is it a priority for them?

Opening Statement (when writing your opening statement, ensure it meets the above criteria)

Qualifying Questions

Business Needs:

Decision Making:

Competition:

Event Logistics:

Possible Objections

Objections:

Response to Objections:

Next Steps: