SLA Within max. 6H after receiving the request.	Type of Action/Call Assessment Call	Main Objective Emotional Binding (engaged the Customer to this first approach):	Questions to ask Understanding the Needs:	Systems implications  After each Assessment Call, the agent is obliged to wri
within max. on after receiving the request.	(Understand Customer Needs)	- Understand the aim of the Event / Expectations of Customer	What is the goal/purpose of the event?	short summary with the details discussed within a no
		<ul> <li>- Ask Open questions</li> <li>Technical Requirements:</li> <li>- Go into detailed questions about Technical Requirements (Meeting</li> </ul>	Who are the participants?  What is needed to make this event a success? (Location, F&B, facilities, type of property, etc.)	the BF of TMS forMeetings.
		Rooms/F&B/AV Equipment/etc.)	Which hotel/destinations did you request for this group? What is your budget?	
		UPSELLING!!!!	What are the key decision making factors? (Wait for the answer before making suggestions).	
		Summary:	Who is the decision maker?	
		<ul> <li>Summarizing upon what you have agreed or information received during the call.</li> <li>Ending Call in an Emotional Binding way.</li> </ul>	When will decisions be made? When do you need the proposal?	
8H SLA for Standard/ Short Process (22 business hours)	FUP on Offer Call	Ensure that Quotation Email has been received:	Did you receive our proposal?	
fter sending quoting. 2H SLA for Serial request/ Lead Time > 12 months (33	(Confirmation call of successful receiving Email)	<ul><li>Getting Feedback concerning First Impression.</li><li>Knowing Competitors: Position of NH Hotel Group among Competitors.</li></ul>	What is your first impression? How does our offer compare to other offers you have received for this	
usiness hours) after sending quoting. 5H SLA for Multi Destinations/ Multi Hotel (44 business		<ul><li>Invite to Site Inspection - main driver to close the deal.</li><li>Emotional Intelligence: Showing interest in getting the business for NH</li></ul>	event? When can I call you to follow up?	
ours) after sending quoting.		Hotel Group.  - Agreement on date of 'Close the deal Call' (FUP on Option Call).	Would you like to make an appointment for a site inspection?	
n Option day.	FUP on Option Call	Close the Deal	Have you made a decision?	
	(Close the Deal Call)	Negotiation Tool	If not yet, ask the following: - What kind of doubt do you have? (In case it is rate, ask for the budget or	
			comparing hotels). - What hotel/venue are you comparing?	
			- What do you like about our hotel and offer?	
			<ul><li>- What is the gap between our offer and your budget?</li><li>- What does the other hotel/venue offer?</li></ul>	
			- Can you confirm a part of the booking/number of people? In case the client cancels the option, ask:	
			- Which hotel/venue/destination did your choose?	
			<ul><li>- Is there anything we can do to change your mind?</li><li>- What is the main reason for choosing another hotel/venue/destination?</li></ul>	
			- When will you start planning your event for next (time/year)? - Can I call you around that time to see if we can make a proposal?	
			ASK - for the deal. ASK - Why not?	
			ASK - What holds you back from making a decision? ASK - More questions	
		The Deal is Closed		
etween Wednesday & Thursday 1 week prior to arrival o	of (Handover Call	Once client has given their commitment/Contract is signed, Handover Sales - Organizer.	-What is important to you in the organizing process? How can I be of extra assistance? (Besides of what may be expected from the organizer).	
		Objective: To introduce the new Contact Person which will be in touch with the Customer up from now on.	- Depending on the size/complexity of the group/importance of the account: I would like to personally introduce myself. Can we make an	
		with the customer up from flow on.	appointment to meet? If the contract still needs to be created/signed this	
		FURTHER UPSELLING!!	"coffee moment" is a perfect moment to finish up the details of the contract or to have the client sign the contract.	
			- Do you have any further requirements concerning your event? - In case of RO booking, ask the client if breakfast may be contracted as	
			well.	
			- Inform client of upgrades. May we book a superior/suite for their VIP guests for a surcharge of EUR?	
			- Explore lunch/dinner/cocktail possibilities in case not offered/contracted vet.	
			- Was a lunch/dinner already contracted? Inform client of extra options,	
			such as a welcome drink, drinking package, an extra course, etc Inform client of the USP's (Unique Selling Propositions) of the specific	
			hotel/city. For instance: the hotel has a boat landing, perhaps you will sell a boat tour, etc.	
			- In case only the meeting room and meeting package have been	
			contracted, inform your client of the audiovisual options Ask the client for their program so you can find out what their plans are.	
			Do they still need to plan certain activities or are activities planned outside of NH Hotel Group? For instance dinner, perhaps you still have an	
			opportunity to have them cancel the non-NHHG restaurant and book them within an NHHG restaurant.	
	Ambassador Call	Surprising Moment* - stand out among the competitors.		
		Business up from XY€ GM takes opportunity to introduce himself and say Thank you.	Good morning, my name is and I am the GM at NH	
			I want to thank you for your confirmation for the event/meeting/conference/dinner on Date.	
			I'd like you to know that we set high standards for ourselves and we will do everything possible to ensure a successful event/meeting/conference/diner	
	i		for you. Are there any questions I can assist you with right away?  Meanwhile, please do contact me whenever. I'll make sure you get my	
			direct phone number and e-mail address (verify the clients' mail address).	
		*Surpricing Moments Note:		
		*Surprising Moments Note:  Corporate give always in order to surprise the Customer and to say thank you once th	direct phone number and e-mail address (verify the clients' mail address).  I look forward to welcome you and your guests in my hotel.  e business is placed in his/her Hotel. Working together with Marketing on at	tractive Corporate give always.
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\* Upselling Moments within the Customer Contacts:
1- Clarification (Understand Customers Needs).

<sup>2-</sup> Handover to Sales & Organizer.3- Moment of truth to make upselling is within the Service Call.