

Guest Direct's 8-Step Situational Sales Process Officially Certified by the Kennedy Training Network

ST. LOUIS, MAY 2013 – Guest Direct, North America's leader in contact center services for the lodging and hospitality industry, has had its 8-Step Situational Sales Process for voice reservation sales certified by the Kennedy Training Network (KTN), a prestigious honor for the St. Louis-based contact center.

Guest Direct's 8-Step Situational Sales Process is a specialized selling technique that each of its live agents implement when making a reservation sale. From delivering a friendly, upbeat greeting, to using detailed and alluring descriptions of the property and ensuring complete documentation after the call, each step in the process is designed to enhance the guests' experience and increase booking rates for the property. This recognition further exemplifies Guest Direct's expertise and care for each specific property they serve in the hospitality and lodging industry.

In order to obtain this certification, Guest Direct's live reservation agents were held to both the rigorous standards of KTN and the additional requirements of the 8-Step Situational Sales Process. Each agent completed KTN's Hotel Reservations SAILS Training and one-on-one role-playing sessions with KTN Reservations Sales Coaches. The contact center was required to demonstrate proficiency through a call monitoring assessment process conducted independently by KTN. Metrics include; conversational selling techniques, call conversion ratio, total revenue sold, and average revenue per booking. Guest Direct also maintains an agent incentive and performance-monitoring program that reinforces both the KTN SAILS process and its own 8-Step Situational Process.

"We're thrilled to announce that Guest Direct is now certified by the Kennedy Training Network," said Doug Kennedy, founder and president of KTN. "Their 8-Step Situational Sales Process is an effective, proven method for converting guest inquiries into booked rooms. The agents at Guest Direct are well-educated on each property and have proven that they can consistently meet the rigorous standards required for KTN certification."

About the Kennedy Training Network

Kennedy Training Network (KTN) is the lodging industry's best source for customized hotel training workshops and seminars, along with sales and reservations sales mystery shopping services. KTN's specialized topic areas include reservations sales, hospitality and guest service excellence, hotel sales training, and front desk profit optimization. Services including customized, on-site hotel training workshops, private, individual hotel team webinars, and sales, reservations, and front desk telephone mystery shopping. Additionally, KTN is a resource for conference speakers for lodging and tourism industry associations, brands, management companies, and other affiliation groups.

For more information, email us at info@kennedytrainingnetwork.com or call us at 866-922-4662.

About Guest Direct

Founded in 1997, St. Louis-based Customer Direct and its Guest Direct division provide outsourced call, email, and chat sales & support services for a wide variety of clientele. These services include customer care, multi-tier technical support, social media management, and back-office fulfillment. Customer Direct and its Guest Direct division serve domestic and international clients within industries such as hospitality, internet retail, publishing, catalog sales, and health care.

For more information, email us at sales@guestdirect.com, call us at 1-800-332-3756, or visit guestdirect.com or customerdirect.com.