



SAMPLE HOTEL GROUP

SAMPLE ONLY

SAMPLE SYDNEY

Sales Department Quality Audit

Series 2: Audit 5





No	Dept	Skill	Category	SubCategory	Question	Instruction	Y	N	NA	Comment
TELEPHONE TECHNIQUES										
1	Switch	Technical	Telephone	Answer	Is the general hotel telephone answered within 3 rings?		X			No rings heard, but my call was answered about seven seconds after I completed dialling the number.
2	Sales	Technical	Telephone	Answer	Is the Sales telephone answered within 3 rings?	Voice mail is acceptable		X		My call was initially handled promptly and politely by the main switchboard attendant; when I made my request for a package involving guest rooms and meeting rooms, my call was transferred first to room reservations (after a 20-second hold) and finally to a sales representative (after a 25-second hold)
3	Sales	Technical	Telephone	Follow Up	If no, are you able to leave a message?	Voice mail is acceptable			X	Spoke directly to a representative
4	Sales	Technical	Telephone	Follow Up	If you left a message, are you contacted at the agreed time or within 2 hours if you left a voicemail?				X	Spoke directly to a representative
5	Sales	Technical	Telephone	Answer	When you are connected to the sales department, are you able to speak to the relevant Sales person within 1 minute?	If Sales phone answered by Voicemail, or a message taken, use NA	X			Total holding time before speaking to a sales representative was less than one minute
6	Sales	Technical	Telephone	Follow Up	If you are put on hold during the conversation, do they keep you informed of what is happening AND return in a timely manner?			X		As noted above, my call was put on hold twice; no clear explanation of what was happening in either case
IDENTIFICATION TECHNIQUES										
7	Sales	Personal Recognition	Identification	Name	Does the Sales person introduce themselves by name within 1 minute?			X		No name was offered
8	Sales	Personal Recognition	Identification	Name	Do they ask your name within 2 minutes?	If not within 2 minutes, note how many minutes before asking (if at all)		X		My name was asked for at the very end of the call
9	Sales	Personal Recognition	Identification	Contact	Do they ask the name of your company / business within 3 minutes?	If using a personal leisure scenario NA is appropriate	X			The company name was requested almost immediately
QUESTIONING TECHNIQUES										
10	Sales	Communication	Questioning	Open Questions	Do they mainly discover your needs by asking open creative questions?	Listen for questions such as What /Why/How... e.g. "What is important to you?" "Why is that important to you?" "What else can you tell me...?"		X		Open creative questions were not asked. I had to volunteer almost all of the information that was pertinent to my request
11	Sales	Technical	Knowledge	Facilities / Services	Can they answer all questions about the services?	Ask about services	X			Ready answers to my questions were provided
12	Sales	Technical	Knowledge	Facilities / Services	Can they answer all questions about the facilities?	Ask about facilities	X			Ready answers to my questions were provided
13	Sales	Technical	Knowledge	Facilities / Services	Can they answer all questions about the location and surrounds?	Ask about location and surrounds: what is there to do, what is nearby?	X			Downtown location was stressed
14	Sales	Technical	Professionalism	Luxury	Do they voluntarily refer to / describe the hotel's category: e.g. 5 star deluxe / boutique / international	Listen for words that describe the hotel: "luxury / luxurious / deluxe / 5 star / boutique / international / elegant / chic". If "Y", please quote description.		X		Nothing of this nature was mentioned
15	Sales	Technical	Professionalism	Luxury	Do they refer to the deluxe nature of the hotel?	Listen for phrases such as deluxe and luxurious / luxury		X		Nothing of this nature was mentioned
16	Sales	Communication	Questioning	Listening	Do they demonstrate signs of active listening during the conversation?	Listen for sounds of agreement and repetition of your comments. You should never wonder if they are still there.	X			I felt that the representative was giving me full attention throughout the call - and responded audibly to my comments
17	Sales	Communication	Questioning	Features / Benefits	Are features of the property ALWAYS presented as RELEVANT benefits to you?	E.g. "... every room has a large desk and Wi Fi access THIS MEANS you can work uninterrupted at a time that suits you"		X		This was not done
18	Sales	Communication	Questioning	Listening	Do they notice, and build on, your positive signals?	Make a comment: "that's perfect" / "we need that" but don't elaborate	X			The representative re-emphasized a property feature that I mentioned in a positive context
19	Sales	Communication	Questioning	Listening	Do they understand, and build on, your previous responses?	E.g. "Importantly, we need a convenient location..." "...what do you mean by convenient location?"		X		This was not done
20	Sales	Communication	Questioning	Objections	Are they able to convincingly overcome your objections by referring to the benefits to you?	E.g. "... yes our rates are a little higher but they include unlimited free Wi Fi which you stated will save you additional costs"		X		While friendly and professional in tone, I am not certain that my objection was understood
21	Sales	Communication	Questioning	Needs	During the conversation do they address ALL your stated needs?	E.g. if you asked about a gym do they respond appropriately or do they continue with the features of the conference facilities?	X			All of my direct questions were appropriately answered
22	Sales	Communication	Questioning	Needs	Do they confirm you have no requirements other than those you had discussed?			X		This was not asked
23	Sales	Communication	Questioning	Lock-in Sale	In concluding, do they ask questions that prompted affirmative answers from you?	E.g. "... we are able to give each room access to the Club Lounge. That is important to you isn't it?"		X		No concluding questions were asked
CLOSING TECHNIQUES										
24	Sales	Communication	Questioning	Closing	Do they close the sale by asking appropriate closing question/s?	E.g. "When would you like me to contact you again to follow up?"		X		No such questions were asked
25	Sales	Communication	Questioning	Closing	Is the timing of the closing appropriate?	Did they try to end the conversation at the beginning by asking you to send enquiry by email?	X			The representative confirmed that they had sufficient information to generate a proposal
26	Sales	Communication	Questioning	Follow Up	Do they offer to follow up with a written proposal?		X			Promised to provide a proposal within hours
27	Sales	Personal Recognition	Identification	Contact	Do they ask for your contact details?		X			My email address was requested
28	Sales	Technical	Professionalism	Luxury	Do they ask if they can recommend / assist with other properties in the group?	In the conversation mention you will be visiting other cities (research beforehand... name cities within the group).		X		No such query
29	Sales	Technical	Professionalism	Luxury	Do they mention the loyalty programme during the conversation?			X		Not mentioned
30	Sales	Technical	Professionalism	Luxury	In closing / farewell, do they thank you for your enquiry?		X			I was thanked politely
31	Sales	Personal Recognition	Identification	Name	During farewell do they use your name?			X		This was not done
MANNER & PERSONALISATION TECHNIQUES										
32	Sales	Personal Recognition	Identification	Name	Do they use your name more than 2 times during the conversation?			X		I was not addressed by name
33	Sales	Technical	Professionalism	Luxury	Is the overall conversation conducted in an appropriate manner?	E.g. Do they use a business-like manner for a business enquiry / a more casual manner for a leisure enquiry?	X			Friendly, helpful, and professional attitude at all times
34	Sales	Technical	Professionalism	Luxury	Do they sound confidently prepared to handle your enquiry?	If they ask a colleague for information or if they offer to provide some information later, this is acceptable. However, they should sound confident.	X			Confidence was evident



No	Dept.	Skill	Category	SubCategory	Question	Instruction	Y	N	NA	Comment
35	Sales	Technical	Professionalism	Luxury	Do they convey a sense of enthusiasm / pride for the product they present?		X			In terms of tone and enthusiasm, the representative was a good ambassador for the hotel
36	Sales	Personal Recognition	Professionalism	Luxury	Do they give you their complete attention throughout the conversation?		X			The representative sounded attentive to me at all times
37	Sales	Personal Recognition	Questioning	Listening	For the entire conversation, do they give the impression of being interested in you?		X			Friendly and responsive, in general
38	Sales	Communication	English	Verbal	Overall, do they give the impression of being able to CONFIDENTLY communicate?	Language does not need to be grammatically perfect. Just confident and able to converse effectively.		X		Certain elements of the call were a bit of a struggle - the representative made a strong effort, but I needed to work quite hard to make myself understood
39	Sales	Communication	English	Verbal	Are their verbal English skills clear and easily understood?			X		The sales person had heavily accented English. There were points in the call when I had to struggle to understand the representative's accent
FOLLOW-UP TECHNIQUES										
40	Sales	Technical	Professionalism	Follow Up	Do you receive a proposal by email within 8 working hours / the agreed time?		X			The proposal was received within three hours of my telephone request
41	Sales	Personal Recognition	Professionalism	Follow Up	After sending the proposal, do they follow up with personal contact (email, etc) within 2 working days / the agreed time?	Phone call or email.		X		No further contact received
42	Sales	Communication	English	Written	Is the proposal written in professional English?	Check for abbreviations and colloquialisms.	X			The proposal was written in professional English. It was not perfect - there was some awkward phrasing and some grammatical inconsistency - but overall it met my expectations
43	Sales	Personal Recognition	Identification	Contact	Is the proposal correctly addressed to you?	In Asia, Mr / Ms First Name is acceptable.		X		The proposal was emailed on a Fax form and my full name was reversed - with my last name being written in front of my first name
							20	21	2	43

1 Did the conversation give you, the Auditor, an overall sense of being valued? Please explain why.

My call did not begin all that well, with two telephone transfers and somewhat lengthy holding periods. However, the sales representative did show genuine interest in meeting my needs. I would have expected the sales representative to be a bit more proactive in terms of assessing my needs and "upselling" the hotel and its features and benefits. Still, their attitude was friendly, helpful and professional. By the end of the call, I did feel valued as a potential customer.

2 Auditor's comments on the strengths of the audit?

The hotel staff member who answered my call initially was professional in tone giving an excellent first impression. The sales representative who ultimately responded to my request was attentive and, as noted in point 1, friendly and professional.

3 Based on this audit, Auditor's comments on what could be improved?

My call was initially transferred to an employee who was responsible for guest room reservations only, and was unable to assist me. After my call was transferred to the sales representative, the experience was generally positive. However, it would have been significantly more fulfilling if their questioning techniques concentrated more on open creative questions which would have allowed me to elaborate on my requirements.

4 Other comments.

Based on the results of this audit I would certainly consider this hotel as a venue for an event if I were a "genuine" customer. However, the experience did not leave me with any compelling reason to select this hotel over any competitive property.

5 Please rate the strengths of the conversation: 1 = Greatest Strength 5 = Least Strength

Using your name & creating a personal environment	2
Questioning techniques	5
Presenting features as benefits to you	3
Knowledge of facilities / services of the property	1
Closing techniques	4

SAMPLE SYDNEY	✓ POSITIVE RESPONSES:	49%
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General Statistics	Positive ✓	Negative ✗	NA ■	Total
Response by NUMBER	20	21	2	43
Response by PERCENT	47%	49%	5%	100%
POS / NEG (only) responses by percent	49%	51%	-	100%

Skill	Category	SubCategory	Positive ✓	Negative ✗	NA ■	Total				
Communication	English	Verbal		2		2	Total: English	✓	✗	■
Communication	English	Written	1			1		1	2	0
Communication	Questioning	Closing	1	1		2				
Communication	Questioning	Features / Benefits		1		1				
Communication	Questioning	Follow Up	1			1				
Communication	Questioning	Listening	2	1		3				
Communication	Questioning	Lock-in Sale		1		1				
Communication	Questioning	Needs	1	1		2				
Communication	Questioning	Objections		1		1		Total: Questioning	✓	✗
Communication	Questioning	Open Questions		1		1	5		7	0
Total: Communication	40%		6	9		15				

Skill	Category	SubCategory	Positive ✓	Negative ✗	NA ■	Total				
Personal Recognition	Identification	Contact	2	1		3	Total: Identification	✓	✗	■
Personal Recognition	Identification	Name		4		4		2	5	0
Personal Recognition	Professionalism	Follow Up		1		1	Total: Professionalism	✓	✗	■
Personal Recognition	Professionalism	Luxury	1			1		1	1	0
Personal Recognition	Questioning	Listening	1			1	Total: Questioning	✓	✗	■
								1	0	0
Total: Personal Recognition	40%		4	6		10				

Skill	Category	SubCategory	Positive ✓	Negative ✗	NA ■	Total				
Technical	Knowledge	Facilities / Services	3			3	Total: Knowledge	✓	✗	■
Technical	Knowledge	Luxury						3	0	0
Technical	Professionalism	Follow Up	1			1	Total: Professionalism	✓	✗	■
Technical	Professionalism	Luxury	4	4		8		5	4	0
Technical	Telephone	Answer	2	1		3	Total: Telephone	✓	✗	■
Technical	Telephone	Follow Up		1	2	3		2	2	2
Total: Technical	56%		10	6	2	18				



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SAMPLE SYDNEY, LONDON , SINGAPORE
Sales Department Quality Audit Summary
Series 2: July - August 2010



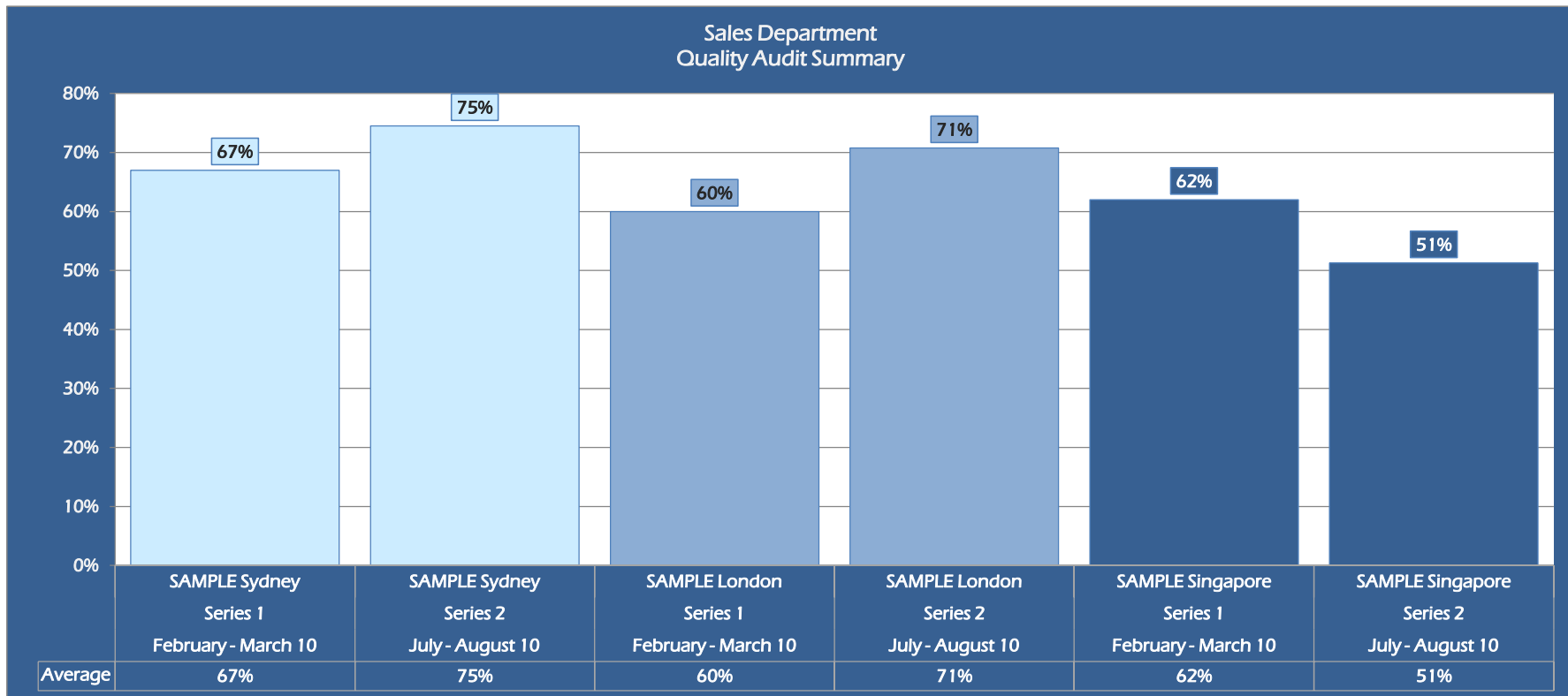


SAMPLE HOTEL GROUP

SALES DEPARTMENT

Quality Audit Summary - Comparative Results

Series 2: July - August 10





SAMPLE HOTEL GROUP
 SAMPLE SYDNEY

Sales Department Quality Audit Summary

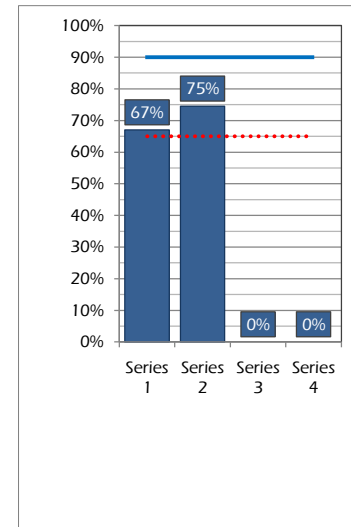
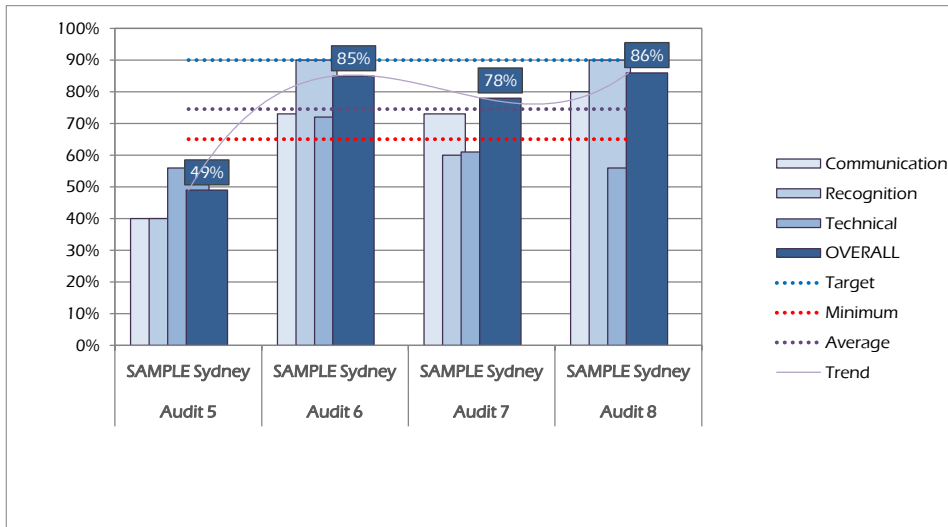
Series 2
 July - August 10

Activity	Audit 5	Audit 6	Audit 7	Audit 8
Property	SAMPLE Sydney	SAMPLE Sydney	SAMPLE Sydney	SAMPLE Sydney
Communication	40%	73%	73%	80%
Recognition	40%	90%	60%	90%
Technical	56%	72%	61%	56%
OVERALL	49%	85%	78%	86%

Average: Series 2
SAMPLE Sydney
67%
70%
61%
75%

Series 1	Series 2	Series 3	Series 4
67%	75%	0%	0%

Target	90%
Minimum	65%
Average	75%





SAMPLE HOTEL GROUP
 SAMPLE LONDON

Sales Department Quality Audit Summary

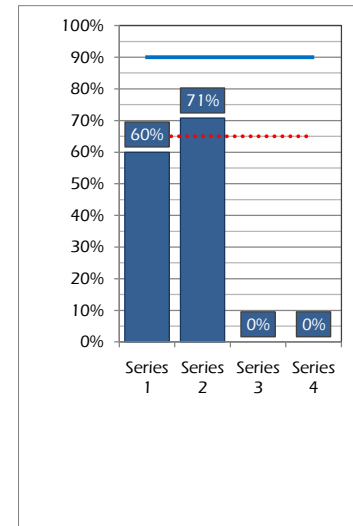
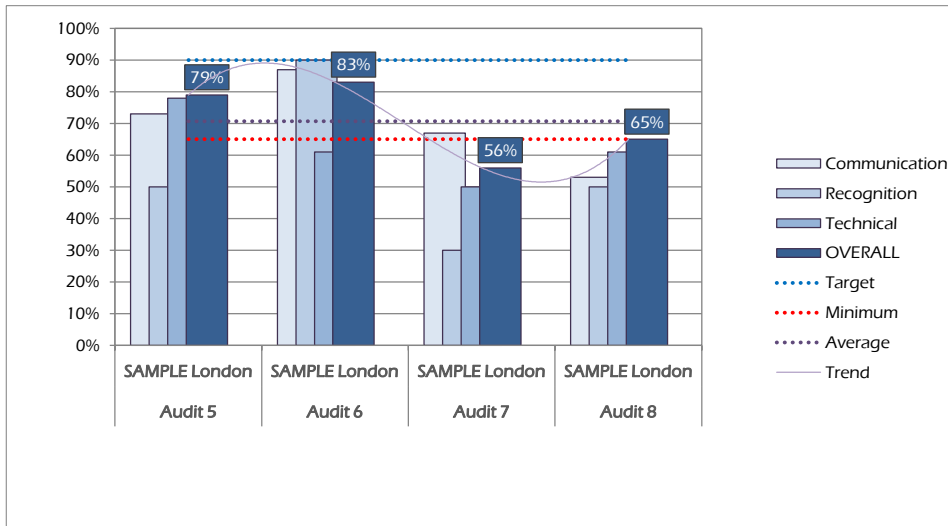
Series 2
 July - August 10

Activity	Audit 5	Audit 6	Audit 7	Audit 8
Property	SAMPLE London	SAMPLE London	SAMPLE London	SAMPLE London
Communication	73%	87%	67%	53%
Recognition	50%	90%	30%	50%
Technical	78%	61%	50%	61%
OVERALL	79%	83%	56%	65%

Average: Series 2
SAMPLE London
70%
55%
63%
71%

Series 1	Series 2	Series 3	Series 4
60%	71%	0%	0%

Target	90%
Minimum	65%
Average	71%





SAMPLE HOTEL GROUP
SAMPLE SINGAPORE

Sales Department Quality Audit Summary

Series 2
July - August 10

Activity	Audit 5	Audit 6	Audit 7	Audit 8
Property	SAMPLE Singapore	SAMPLE Singapore	SAMPLE Singapore	SAMPLE Singapore
Communication	20%	40%	60%	73%
Recognition	20%	60%	30%	40%
Technical	33%	39%	44%	50%
OVERALL	29%	51%	56%	69%

Average: Series 2
SAMPLE Singapore
48%
38%
42%
51%

Series 1	Series 2	Series 3	Series 4
62%	51%	0%	0%

Target	90%
Minimum	65%
Average	51%

