



RESERVATION SALES MASTERCLASS COURSE OUTLINE

Welcome to the Reservation Sales Masterclass by Guest Service Solutions—the premier authority on reservation sales force development for upscale, independent hotels and resorts. This masterclass is specifically designed to elevate sales performance within luxury hospitality, aligning seamlessly with the refined expectations and unique character of high-end properties.

TOTAL DURATION: APPROXIMATELY
30 HOURS

[HTTPS://GUESTSS.COM](https://guestss.com)



AN INVITATION

FROM ERICA KAEHLY

PRESIDENT OF GUEST SERVICE SOLUTIONS

I built this masterclass because something essential in hospitality is at risk of being overlooked. As the luxury travel landscape shifts, so too does the guest. Today's discerning traveler expects more than flawless service—they expect meaning, personalization, and emotional connection from the very first touchpoint. And for most, that begins with a single call or message to reservations.

This moment—brief, often transactional—is where trust can begin to grow or quietly dissolve.

In the current climate, independent luxury hotels are being asked to do more with less: limited budgets, leaner teams, rising costs, and higher expectations from every guest who walks through the door (or picks up the phone). It's a challenging time—but it's also the perfect time to double down on what sets us apart: human connection.

I created this masterclass not just to improve sales conversions, but to shift the way we think about the role of reservations. This is more than training—it's a mindset reset. Here we learn how to sell with empathy, speak with confidence, and turn a transactional moment into a guest's first feeling of being truly seen.

Beyond revenue, this offers your members something deeply relevant: how to lead with service, close with care, and represent their property with pride. It's training that builds people—not just skills.

If we are to stand out in this era of high tech and even higher expectations, we must return to what has always made luxury unforgettable: the grace, presence, and purpose of our people. This masterclass is my commitment to helping you cultivate that within your team.

With heart,

A handwritten signature in black ink, consisting of a stylized 'E' with a horizontal line through it.

Erica Kaehly
President



OUTCOMES AND BENEFITS



Comprehensive, Expert-Led Curriculum

Created by Proven Industry Expert

Scalable for Teams of Any Size

Turnkey Program and White-Label Ready

Proven Increases in Conversion Rates, ADR and RPC

Improved Call Quality & Emotional Engagement

Reduction in Booking Abandonment

Consistent Brand Storytelling

Shortened New Hire Ramp-Up Time

Stronger Agent Retention & Engagement

Ongoing Coaching Culture Adoption



MODULE 1: COURSE INTRODUCTION



- Course overview
- Cohort collaboration
- Understand course objectives and expectations

MODULE 2: PRE-TRAINING ASSESSMENT & COMPETITIVE ANALYSIS (WEEK 1-2)

- Complete an internal performance assessment
- Analyze competitors in the luxury hospitality sector

MODULE 3: THE LUXURY SALES FORCE PROCESS

- Learn confidence, humility, personalization, efficiency, anticipation, authenticity.
- Luxury is emotional, personal, subconscious. Guide guests to extraordinary experiences.
- Meaning, intuition, human connection are key, not just amenities.
- Anticipate needs through verbal cues to build loyalty.
- Recognize mistakes that erode trust in luxury service.
- Sell experiences, not price.



MODULE 4: LISTEN GENEROUSLY

- Go beyond hearing to meaningful engagement.
- Enhance guest experiences through genuine listening.
- Facilitate easy, natural dialogues with guests.
- Develop stronger communication skills.
- Discover and intentionally use your unique style.
- Learn the science behind effective listening techniques.
- Practice Empathetic Validation
- Navigate Sensitive Moments

MODULE 5: QUALIFY WITH CARE

- Spend 20% more time qualifying, potentially adding \$200,000 to \$1 million in revenue.
- Enhanced qualification leads to better booking outcomes.
- Understand guests' true needs, not just check boxes.
- Use a framework to align guest desires with business strategy.
- Learn to ask questions effectively and empathetically.
- Complete a case study proving qualification improves performance.
- Lay the foundation for excellent recommendations.

MODULE 6: KNOW YOUR PRODUCT

- Go beyond information to inspire guests
- Craft Powerful Language: Use the "value triangle" framework.
- Highlight the resort and destination, not just rooms.
- Position Lodging Options: Match offerings to guest values.
- Develop statements for destination, building, team, and lodging (FBOs).

MODULE 7: BUILD YOUR CONFIDENCE



- Build Real Confidence: Learn how confidence sounds to guests and project assurance.
- Increase Bookings by 35%: Boost high-value bookings with strong product knowledge.
- Manage Distractions: Eliminate distractions that lead to sounding unsure.
- Optimize Mental Energy: Understand and sustain peak mental performance.
- Create a Pre-Call Ritual: Develop a mindset routine for focused calls.
- Assess Your Resilience: Identify ways to build energy effectively.
- Track Your Growth: Use focus assessments to monitor your progress.
- Own Every Call: Enter each call with clarity, confidence, and an edge.

MODULE 8: EMBRACE SALES OBJECTIONS



- Reframe objections as signs of interest, not roadblocks.
- Recognize what objections truly mean (and what they don't).
- Identify hidden objections you might be missing.
- Learn why "price" often means something else entirely.
- Apply a 5-Step Response Technique: Confidently handle any objection.
- Utilize Ready-to-Use Scripts: Address the 5 most common objections with ease.
- Manage comparison shoppers & third-party bookings effectively.
- Shift from managing to embracing objections as sales opportunities.

MODULE 9: CLOSE THE SALE

- Master Asking for the Sale: Confidently and authentically request bookings.
- Learn Upselling & Cross-Selling: Create value without pressure.
- Understand Conversion Levels: Navigate the 10 commitment levels for bookings.
- Apply Guest Service Recovery: Handle issues to secure the sale.
- Use Advanced Persuasion: Seal deals with finesse and ease.
- Gain Closing Confidence: Handle any sales situation effectively.
- Master the Close: Enhance your role in creating exceptional guest experiences.

PACKAGE OFFERINGS

THREE STAR

IDEAL FOR SELF-MOTIVATED LEARNERS SEEKING FOUNDATIONAL KNOWLEDGE

Full access to all 54 self-paced lessons across 9 modules.

Downloadable worksheets, scripts, and job aids.

Email support for course-related queries.

Certificate of Completion upon finishing the course.

Includes everything in the Three Star Package, plus:

Nine live, instructor-led group classes—one for each module—to reinforce key concepts and facilitate peer discussions.

Membership in private online community for networking and support.

Exclusive access to advanced case studies and real-world application exercises.

FOUR STAR

FOR PROFESSIONALS DESIRING INTERACTIVE LEARNING AND COMMUNITY ENGAGEMENT.

FIVE STAR

FOR INDIVIDUALS SEEKING PERSONALIZED GUIDANCE AND MEASURABLE PERFORMANCE IMPROVEMENT.

Includes everything in the Four Star Package, plus:

Three (3) months of one-on-one coaching sessions (bi-weekly) tailored to individual goals and challenges.

Three months of call evaluations/mystery shopping with detailed feedback reports.

A personalized development plan created in collaboration with a senior coach.

Priority Support: Dedicated support line for immediate assistance.