



Topics

- ❖ Customer Personality Types
- ❖ Negotiation Process - **DEAL**
- ❖ Negotiation Planning Tools
- ❖ Objection Handling Tools



Commitment = ASSURE

Strategic needs+ Personal approach

- Show personal commitment
- Leverage past success
- Demonstrate big picture thinking

Evidence = PROVE

Strategic needs + Professional approach

- Show past success
- Provide fact that support and justify solution
- Be accurate and specific

Attention = FIX

Tactical needs + Personal approach

- **Response promptly**
- **Show that you understand their specific need**
- **Deliver a tailored solution**

Efficiency = Solve

Tactical needs + Professional approach

- Be organized in communicate and dealing
- Provide details showing timelines
- Show effective, consistency services

Purpose : Ensure that you plan effectively prior to

Negotiation

How to Plan Effectively for your Negotiation ?

- **Know the situation**
- **Validate your Proposal**
- **Establish your Objective (s)**
- **Anticipate Objections**
- **Plan Trades**
- **Determine Want (acceptable) and walk (least acceptable)**
- **Develop a Communication Plan**

How to Use the Trade Chart ?

- Prepare in advance
- Determine what the customer values
- Minimize use of the high cost items
- Focus on building your “ Give to Get list

ITEMS (List the items that are commonly negotiated with customer)	Fee charge to Customer	Actual Cost to Hotel - determine the actual \$,\$\$	Financial Impact to hotel (high , medium, low)	Perceived value to customer (high, medium, low)
Function room rental	100,000 Baht	5,000 baht	Low	High
Reception 1 hour	Selling Price 1,500 x50 person = 45,000 Baht	Cost 450 x 50 person= 22,500 Baht	Medium /High	High
Laundry for delegate	400 Baht /pcs	27 Baht /pcs	Low	Medium
Upgrade & complimentary	Baht 5,000 for Comp room and 6,000 baht for upgrade	1,000 baht/room	Low	Medium /high

TRADE GIVE

- Free function room rental Baht 100,000
- Free one hour reception for 50 guest 45,000 net
- Complimentary rooms night 4 rooms night = $5,000 \times 4 = 20,000$
- Complimentary upgrade 4 rooms night = $6,000 \times 4 = 24,000$

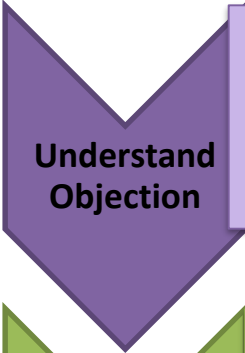
Trade cost = Function room rental 5,000 +
 One hour reception 22,500 +
 Complimentary room night 4,000
 Complimentary upgrade 4,000 = 35,500

TRADE GET

- Meeting group 50 rooms for 4 nights stay = $5,000 \text{ baht} \times 50 \text{ rooms} \times 4 \text{ nights} = 1,000,000$
- 2 days meeting package at baht 1,600 net x50 person = $1,600 \times 50 \times 2 = 160,000$
- Dinner 50 person X 2200 net = 110,000 baht

Total revenue for this group is 1,270,000 net

Hesitation + Unanswered questions =
objections

A purple downward-pointing arrow containing the text 'Understand Objection'.

**Understand
Objection**

- **What is objection?**

- Are an expression of disapproval, dislike or disinterest. Verbal objections are spoken. Non verbalized objection may be visible as cue such as tone of voice or body language

A green downward-pointing arrow containing the text 'challenge'.

challenge

- **Common Objection Topics** : Product perception, Hotel location, Rate offering, Loyalty rewards, Procurement rules, Function space limited, competitor relationship

A blue downward-pointing arrow containing the text 'BE positive'.

BE positive

- **What do client objections mean to the sales person ?**

- Objections can be seen as an opportunity since they often mean that the client is interested but wants to know more. If Objections can be addressed and resolved, there is better chance of winning the business !

Steps for Handling Objection

- Before Proposing
- During the Proposal Stage (trial close)
- Handling rate and price objection

Before Proposing Solutions

1. Understand needs and address possible concern
2. Understand company 's current and future hotel's need
3. Understand what influences the customer buying decision

During the proposal Stage (trial close)

- **Pause and acknowledge** - allow client to verbalized concern
- **Ask the client for more information** – get objection details
- **Present** the solution – be sure to present **benefits** to the client
- **Check** that the solution meets the client's need
- **Confirm details** to ensure you have the business

Handling rate and price objections

- Be Confident in your offer
- Demonstrate value
- Talk about the benefits of your proposal to the client
- Explain the differentiators that make your proposal the client's best option
- Present price after the client understands the benefit of your solution
- When negotiation
 - Present Multiple options
 - Ask the client....If I do this, will you give me the business
 - Ask for the business and confirm agreement

Buying conditions have changed and customers expect a new way of working

To win the right business you will need :

- ❖ Superior knowledge about the account and your own business*
- ❖ Solutions and an offer that delivers benefits for the customer*

THANK YOU!

