



Proprietary TLC Relationship Management (P) Ltd.

Job Title: HOTEL COORDINATOR

Reporting To: Program Manager

Location: _____

Job Purpose: To plan and carry out Member Servicing and New Membership Lead generation activity in the Hotel to ensure a very high level of Member Satisfaction and target levels of lead generation. Support the Direct Sales Team when required.

Hotel Coordinators Responsibilities and Accountabilities

1. Welcome and meet guests and Members during meal times at the restaurants and resolve any queries plus generate leads for new Memberships. Explore opportunities for member engagement at Hotel Banquet events with a Program Help Desk to generate memberships
2. Maintain and build good working relationship with the Hotel Teams to facilitate training and handle queries relating to any Members or new Customers and ensuring that the loop is closed in a satisfactory and timely manner.
3. Generate leads for the tele calling team from the reservation log books, business card drops, flyer drops etc. Ensure Program Flyers are presented with each cheque and Membership Packs and Posters are displayed at a prominent location.
4. Self motivated and driven to proactively engage with guests to drive sales, and manage the Member Help Desk where relevant.
5. Engage in Direct Sales Activity during non busy hotel hours to generate Leads and New Memberships. Manage and drive all Program Kiosk / Desk at any event inside or outside the Hotel.
6. Support the Member Help Desk on the Phone when required.

General

- a. Ensure End of Day check list like Reservations sent for the day, Bookings for the weekend etc are correct and then ensure these guests are met.
- b. Repetitive and very harsh feedback must be escalated to the Client / Company in a timely manner for a prompt corrective response.
- c. Escalating any issue in the Program which does not adhere to Company Policy immediately to the Executive Manager and CEO if required.
- d. Follow all hotel and Company standards and grooming, Policies etc.
- e. Maintain confidentiality of all Data.

Non peak hours strategy

- Accompanying sales people on calls.
- Calling on references / RWA's
- MIS & Reporting



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CANDIDATE PROFILE

1. Males/Females between the age group of 22 to 30 years
2. The candidate should have a minimum of 2 to 3 years of experience as a Guest Relations Executive in a luxury Hotel, Hospitality or Airline services
3. Self motivated with excellent communication/presentation skills on the phone and a complete command over the English language
4. Willing to work in evening shifts and on Sundays

JOB PROFILE

1. Managing and interacting with customers and members at the Hotel

WORK TIMINGS

1. Fulltime (2 shifts – 8 am – 5 pm / 2 pm to 11 pm)
2. Weekends working (Friday – Sunday)
3. One weekly off on any weekday (Monday – Thursday)

Dress Code

Business Suit (Grey/ Black / Fawn)

Or

As per hotel guidelines

Tools

- Solicitation Desk
- Laminated SOB's
- Business Cards (Take Away flyers)
- Sales Forms
- PC at the hotel / Tablet if we have a desk / Install loyalty
- Presentation
- Standees.

CUSTOMER INTERACTION / SCRIPTS

- Greet the customers firmly with the smile
- Have positive posture/ body language
- Follow standard script / guidelines.
- Dress well
- Neatly Groomed
- Walk smartly



IMPORTANCE OF A GOOD OPENING

- Psychology says, it takes less than 8 seconds for a person to make judgment on another person
- So when you meet a customer for the first time, within 8 seconds flat he has made a decision to either accept your offer or to reject .After that it's just a matter of supplementing the decision.
- It is very important for club coordinators that they follow some basics because they are the face of the organization. They are the one's who interact face to face with the customers.

Things to do

- Greet them with a smile
- Introduce yourself
- Ask open neutral questions
- Introduce your objective

Things to avoid

- Looking bored
- Talking with co workers and ignoring customers
- Frowning or acting distracted
- Attending to personal phone calls

Soliciting of a Membership

Good opening lines

- 1) Good afternoon, good evening Sir/Madam hope you enjoyed the meal. (check the response & acknowledge that).
- 2) Good afternoon, good evening Sir/Madam How are you ? (Check the response & acknowledge that).
- 3) Good afternoon, good evening Sir/Madam My Name is_,any feedback you would like to give us about our services(check the response acknowledge that).
- 4) Good afternoon, good evening Sir/Madam "Is this a good time to talk to you about our program?"

Talking lines if the response is positive (Can be used to bring the customer in conversation)

- Sir/Madame How often do you visit our hotel ?
- Which is your favourite restaurant in our hotel ?
- Wish the Guest if you see that he is celebrating Birthday, Anniversary.
- Sir/Madame hope I am not disturbing you. May I take a minute of yours?

Introducing / Explaining

- Sir/Madam, May I Explain to you our Powerful dining program Program Name.
- Explain the dining discounts to the customer .



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- Link it with the savings he will make comparing it with the bill he just paid.
- Inform the Customer about the complimentary Vouchers he will get along with the membership.

INTERACTION WITH THE HOTEL STAFF

a. Restaurant Managers

- Meet with the Restaurant Managers to build good professional relationship twice a day.
- Check sufficient Flyers are available and getting filled in all the Restaurants daily. If the flyers are not getting filled for more than 3 days , Hotel Coordinators need to highlight this to the Program manager.
- Program manger would then request the Restaurant manager to get this activity going.

b. General Manager

- Daily greeting to the General Manager if Available in the (Restaurant, lobby, front office only)

c. F&B Manager

- Meet with F&B Manager twice a week for feedback.

d. DOSM

- Sales calls

e. Banquet

- Daily Meet with the Banquet Manager to get the details for prospective customers.

f. Other Managers

- Meet with the spa manager to check frequent visitor details .