

Transient Edge®

100% Virtual Training & Reinforcement Package



Drive Your Reservation Sales With Training That Sticks

Package Contents

Signature Worldwide is proud to introduce our 100% Virtual Training and Reinforcement Package featuring our Transient Edge® training course. This package was designed for hospitality industry properties looking to improve their conversion rates, reservation sales, and customer experience. The package is discounted 30% from our standard rates and includes the following:

Training

Transient Edge® Training Course

Do your reservations and front desk associates identify caller needs and create value before quoting room rates? Do they ask for the reservation? If these things don't happen every time the phone rings or a prospective guest walks into your lobby, you're losing reservations – and money – to your competition.

Signature Worldwide can help. We've worked with thousands of hotels and resorts to build the sales and service skills of reservation agents and front-desk staff. We teach a simple Magic Formula for handling inquiries, improving caller experiences, and selling more rooms.

Transient Edge® is more than a training event – it's a turnkey system for changing behavior that creates lasting improvements in guest satisfaction, conversion rates, and RevPAR. The program gives participants the skills, confidence, and attitude to perform to their best ability.

Our package includes one virtual, instructor-led delivery of the Transient Edge® training course. Your team will be coached on the development of new skills tailored to address the most pressing needs at your hotel. Maximum of 12 attendees.

Reinforcement

Monthly Mystery Calls

Experienced Signature shoppers will place 3 calls per month to your property. Calls are recorded and scored based on the employee's mastery of the formula learned in the training. Results offer coaching opportunities and areas of focus for ongoing reinforcement.

3 Program Driver Leadership Sessions

Signature's Training Account Manager will meet virtually with the designated program driver at your property for a 45-minute session to review results, program goals, and opportunities for improvement in order to align and target reinforcement efforts.

Monthly Customer Experience Reinforcement Sessions

These monthly, 20-minute reinforcement training sessions focus on refreshing skills learned in training. Delivered by your Signature Account Manager, these highly interactive and engaging sessions can accommodate up to 12 attendees.

Coaching-on-Demand

Signature Worldwide coaches are available whenever needed to provide live one2one coaching for team members needing additional skill practice or assistance with specific customer interactions.

Dedicated Training Account Manager

You will be assigned a dedicated Training Account Manager who partners with your hotel to provide guidance and help drive results.

Ascend Reporting System

Our online reporting system, Ascend, provides real time results and audio files for completed Mystery shop calls. Detailed reporting helps identify trends and opportunities for coaching and recognition.

New Hire Training

New hires can attend an open-enrollment delivery of the virtual, instructor-led Transient Edge® course at no cost. These deliveries are held monthly throughout the year for Signature clients.

Package Outcomes

- Essential reservations & customer-facing sales and customer service skills
- Increased reservation inquiry conversions
- Increased ADR & RevPar
- Improved product knowledge
- Greater staff confidence
- Increased level of professionalism
- Consistency in service standards
- Clear differentiation from the competition
- Ongoing tools to maintain an engaged and high-performing staff

Who Should Attend?

- Reservation Sales Associates
- Front Desk Associates
- Guest Service Representatives
- Front Desk Managers
- Revenue Managers
- Sales Managers
- Director of Sales
- General Managers

Return On Investment

Signature's history of success in the hospitality industry can be traced to one important factor – our training solutions WORK! Clients whose employees successfully complete our training programs and learn to integrate legendary sales and service skills into their regular behaviors consistently see dramatic increases in conversion rates. As a result, we can say with confidence that your hotel will receive a significant return on its investment in Signature training solutions.

To illustrate, use the following to see how much additional revenue Signature can generate for you. *Our example is in orange below.*

	2	Average Length of Stay
×	\$120	Average Daily Rate
=	\$240	Average Revenue per Reservation
×	3	Additional Reservations per Day
=	\$720	Additional Revenue per Day
×	260	Active Selling Days per Year
=	\$187,200	Total Revenue

Our clients also experience other improvements that positively impact financial performance. Those include significant increases in ADR and other revenues, decreases in employee turnover, and improved customer service skills that increase guest satisfaction scores and guest loyalty.

Contact Us

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