

MAKING IT GREAT OVER THE PHONE!

Converting Phone Calls Into Reservations

G

GREET

"It's a great day at the _____ KOA. This is _____.
How may I help you?"

- Put a smile in your voice.

R

RELATE

"Have you camped with us before?"

- Customize your response.
- Returning? "Welcome back! You're part of our family."
- New? "You'll love it here!" (heartfelt endorsement of your campground)

E

EXPLORE

"Traveling with your children? You'll love all of our recreational activities."

- Match the benefits of your KOA to the guest's needs.
- Refer to the Campground Overview on your KOA.com for events.

A

ACT

"Would you like me to reserve that site for you today?"

- Ask for the reservation.
- Inform them of cancellation policy.

T

THANK

"We're looking forward to your visit!"

- Invite them back.
- Additional reservations?

