

The 5* Voice Workshop

HANDOUT

The 5* Mindset

Communicate proactively online

Discreetly upsell

Confidently 5*

The 5* Mindset in Online Communication

1. Serving = Bringing Value

What it means for Online Customer Care:

Stop thinking your job is to *solve tickets*. Your job is to bring clarity, relief, trust — even when you're just replying to a tracking number request.

Ask before answering:

- "What's most important for you right now?"
 - "Is there a specific deadline you need this by?"
- Because value = relevance, not just speed.

2. "I'm not offering luxury — I AM luxury."

Mindset Shift:

You're not "just answering questions." You're the most human part of a digital brand. People don't rave about a return policy. They rave about how YOU made it easy, fast, kind, and human.

Behaviors:

- Add one thoughtful detail in every message (ex: "I noticed your flight lands early — I'll monitor if we can prepare the apartment sooner and keep you posted.")
- Own your tone: Warm + crisp, never stiff or clingy.

3. Transaction vs Experience

Transactional mindset:

"Here's the answer."

5-Star Experience mindset:

"Here's the answer, and here's what I did next to help you."

Add a next step without being asked.

Ex: "I've also checked the nearest store in case you'd prefer a local pickup."
Surprise through helpfulness, not emojis.

4. I'm an employee. What's my job?

Wrong answer: "To answer chats and emails."

Right answer: "To make sure every customer feels seen, helped, and reassured — even if it's a complaint."

You're not a button-pusher. You're the human safety net of the brand.

5. I'm a guest. What's my job?

Not to figure things out. Not to chase updates.

Their job is to relax, ask questions, and expect someone will take care of it.
So stop putting the homework on the customer.

Ex: Instead of:

"Please check your spam folder."

Try:

"I just resent it, and I'll stay here while you check — let me know if it landed."

7. Every employee is a salesperson

No, you're not "just support." You're in the business of trust-building and decision-making.

If someone is asking questions, they're halfway sold. Don't just *answer* — *anchor* their decision.

Examples:

- "This one's one of our most rebooked apartments — especially by digital nomads. Want me to show you why?"
- "If you're visiting with kids, I can show you a 2-bedroom near Dubai Marina that families love."

Sales tip without the sleaze: Serve before you sell. Recommend with context, not pressure.

8. Every lead/chat = an opportunity

Every "Do you have parking?" or "Is this unit available next weekend?" is NOT just logistics.

It's a wide-open door to help, sell, and promote — in that order.

Shift your mindset from "How do I close this fast?" to "How do I maximize this moment?"

- Help = be ridiculously clear and proactive
- Sell = recommend what fits, not what's leftover
- Promote = highlight one wow-worthy thing they didn't ask about

Examples:

- "Yes, the apartment includes parking — and it's in a private underground garage, so your car stays cool even in 45°C."
- "It's available! And just so you know, this one has one of our highest sunset ratings — corner balcony, 23rd floor, full sea view. Want to book now or hold it for 15 minutes?"

Communicate proactively online

💡 Better Versions: Upgraded Words & Behaviors

Current Phrase / Action	Why It's Weak	Better Version (Same Idea, Next-Level Delivery)
"Let us know how we can help you 😊"	It makes the guest do the work.	"Can I ask a couple of quick questions so I can send you the best match?"
"Here are the links."	Cold, transactional.	"Based on your dates, here are 3 units I think you'll love. Let me highlight the differences for you."
"You can choose up until which date..."	Lazy phrasing, doesn't guide.	"If you tell me your ideal check-out day, I'll tailor the options — it'll save you time."
"No worries, I'll help you."	Doesn't show direction or expertise.	"Got you! Let me take care of this — can I quickly ask what matters most to you in the unit?"
"Let me check with our management."	Creates a blocker or delay.	"Let me see if we can make this work within your budget — I'll check and come back with options."
"Thanks. Until what date?"	Sounds like you're chasing missing info.	"Great! Just to help narrow it down — how long are you thinking of staying?"
Emoji after every sentence 😊😊😊	Too casual	Use <i>one warm tone opener</i> , then drop them. Trust in language, and yes, add emojis but not at each line!
"Hope this helps!"	Wrap-up without commitment.	"Let me know which option feels best — or if you'd like a second opinion, I'm here."

🧭 Bonus: Shift from "Customer Support" to "Trusted Advisor"

Situation	Support Agent Response	Trusted Advisor Response
Client says: "Depends on price"	"Here are our links."	"Totally fair. Do you have a budget range in mind so I can recommend what gives you the most value?"
Client asks for availability	"These are the units from Aug 1."	"From Aug 1, these 3 units are available. One has a balcony view, the other includes weekly cleaning. Want help choosing?"
Client confirms dates	"Thanks. Until what date?"	"Perfect — and are you looking for a full month, or would you like to keep it flexible?"
Client doesn't reply	No follow-up.	"Just checking in — I'd love to help you find the best match before these dates book out."

1. Proactive Micro-Questions (inserted early)

Use small, focused questions to *gently* steer the guest into giving info.

Weak	Proactive Version
“Let us know what you need 😊”	“Can I ask what type of space or vibe you had in mind?”
“What dates are you thinking?”	“Are you looking for a short stay or something a bit longer?”
“Depends on price”	“Got it. Just to guide you better — is comfort or savings more important right now?”
“Here are all the links.”	“Before I send anything, may I ask: do you prefer balcony, view, or ground floor? Some units have perks worth knowing.”

2. This-or-That Style

Instead of open questions like “What do you want?”, offer choices.

Example Questions
“Would you prefer a modern layout or something cozier?”
“Is a balcony important to you, or is interior space more of a priority?”
“Would you like to be close to parking, or is view more valuable to you?”
“Weekly cleaning is optional — would that be helpful during your stay?”
“We have one with a private gym and one with an amazing view. Curious which one sounds more like you?”

This technique:

- Makes the client feel considered
- Boosts trust
- Opens the door to upselling discreetly

3. Wrap-up With Initiative

Avoid ending a message with vague lines like:

“Let me know if this works.”

“Here are the links.”

“Hope that helps!”

Instead, **offer a next step:**

Next-Level Wrap-Up Examples
“Want me to hold the best option for a few hours while you decide?”
“Let me know if you'd like me to shortlist the top 2 based on your preferences.”
“Would it help if I sent you a quick comparison between these options?”
“I can also suggest a premium unit — it's slightly higher in price but guests say it's worth it. Want me to include it?”

4. Follow-Up the Right Way

Don't wait for the guest to disappear. Circle back smartly.

After 24h silence:
“Hey again! Just checking in — happy to help if you’re still deciding. Want me to re-check availability for your dates?”
“I can do a quick recommendation based on comfort + budget if that saves you time. Just let me know!”

5. Build Trust With Statements, Not Just Questions

When you say, “Let me check,” that’s fine.

But you can **layer trust** by adding proactive insight:

| “Let me check what’s available” → | “Let me check what’s available — there might be one unit with a better deal for longer stays.” |

| “Let me check with management” → | “Let me check with management — we’ve been able to offer flexible rates for longer bookings before, so I’ll try.” |

Discreetly upsell

Here's what they're selling (implicitly):

- **Premium units** with better views, more space, or added services
- **Longer stays** (higher total value)
- **Flexible terms** (early check-in, late check-out)
- **Add-on services** (cleaning, concierge, etc.)
- **Booking directly vs. platform** (saving fees or getting extra perks)

Now let's turn those into usable **techniques**, with language examples they can drop into the chat naturally.

10 Upselling Techniques for This Team

1. The Value Swap

Frame the better option as a *better deal*, not just a higher price.

✓ *"If your dates are flexible, I can check one of our newer units — it's slightly higher in price, but most guests love the extra space and view. Should I show you?"*

2. Social Proof Drop

Use the "others loved it" card. Still subtle. Still classy.

✓ *"Guests who stay more than a week usually prefer the unit with the bigger balcony — it just makes it more relaxing. Want me to include that option too?"*

3. Experience Framing

Don't sell the room — sell the feeling.

✓ *"One of the units includes access to a rooftop pool and gym. If this is a staycation or work trip, it's worth looking at — want me to show you that one too?"*

4. Anchor + Upgrade

Start with a base option, then suggest a slightly better one.

✓ *"We do have a compact unit available, but for a small jump in rate, the premium layout gives you more light and space — would you like to compare both?"*

5. Feature Spotlight

Pick 1 feature and make it sound irresistible.

✓ *"This unit has a private balcony facing the canal — perfect if you plan to work from home or enjoy a morning coffee view. Should I include that option?"*

6. Bundled Upsell

Combine multiple perks to increase perceived value.

✓ *"If you're staying longer, I can check availability for the unit with a weekly cleaning service and late checkout option — clients find it super convenient. Want me to check?"*

7. Scarcity Tactic

Use limited availability smartly — no panic, just incentive.

✓ *"There's one unit I can recommend — only 1 left for those dates. It's slightly higher in rate but usually books first for a reason. Want to take a look?"*

8. Reverse-Upsell / Downplay

Offer the lower-tier option *first*... then make the upgrade look like a better value.

✓ *"The smaller unit is an option, but honestly, most guests find the premium one feels more like a proper apartment. Would you like to compare both before deciding?"*

9. Personalized Comparison

Don't send 4 links. Send 2 smart options and explain the difference.

✓ *"Here are 2 that match your dates — one has more light and a larger kitchen, the other is more budget-friendly. Want a side-by-side summary?"*

10. Soft Close with Benefit

End with an invitation, not pressure.

✓ *"Let me know if you'd like me to hold the upgraded unit for a few hours — it might help to decide without the pressure."*

BONUS: Cheat Phrases They Can Drop Into Chats

Just plug & play:

- *"We have one with a premium view and extra space — worth seeing if comfort is a priority for you."*
- *"Most guests who stay 2+ weeks prefer this layout. Want to see why?"*
- *"There's a premium unit with late checkout included — ideal if your flight is later."*
- *"This one has better light, and it's just a bit more. Shall I add it to your options?"*
- *"I can include the unit with the best guest feedback if you'd like — just a small upgrade."*

Confidently 5*

1. Don't Dump — Curate

Instead of:

"Here are the links to all our units."

Try:

✅ "To save you time, I selected 2 units that match your dates. One has more space and a better view — I'll explain the difference so it's easier to decide."

🧠 *This is confidence through curation. You don't just send info. You guide.*

2. Set the Tone with Ownership Language

Avoid hesitant phrases like:

- "Let me know if you need anything else"
- "I'll try to help"
- "I think this might work for you"

Use confident closers:

✅ "Let me take care of this for you."

✅ "Here's what I recommend based on what you shared."

🧠 *Own the outcome. It builds trust instantly.*

3. Write Like a Human (But Smart One)

No customer wants to feel like they're texting a chatbot. But also — not a teenager.

✅ "Happy to help — may I ask what matters most to you in a unit?"

✅ "Let's make this easy — I'll check what's available and come back with a quick comparison."

🧠 *Balance warmth with purpose. Avoid overused emojis. Use clear, un-fussy language.*

4. Pre-Answer Before They Ask

Show expertise by solving problems before they appear.

Instead of:

"This is the unit available for your dates."

✅ "This one's available — and it includes weekly cleaning, which guests staying more than 5 days find super convenient."

✅ "There's a flexible cancellation policy — I can send you the details in case plans change."

🧠 *Confidence comes from anticipating friction and removing it.*

5. Use “I Recommend” — Not “You Choose”

Instead of:

“You can choose the one you prefer.”

✅ “I’d recommend the first one — it has better light, more privacy, and it fits your dates perfectly. Let me know if you want me to hold it.”

🧠 *Guests come for answers, not menus.*

6. Be One Step Ahead on Follow-Up

Don’t ask if they’re ready to book. Lead the next step.

✅ “Want me to hold it for you until this afternoon while you decide?”

✅ “I can send the booking link now, or would you like to hop on a quick call?”

✅ “Shall I add the upgraded unit too in case you want to compare before deciding?”

🧠 *Confidence = making decisions easy.*

7. Own the Timeline

Don’t just say “I’ll check and get back to you.”

✅ “I’ll check availability now and come back to you within 15 minutes.”

✅ “Give me a moment — I’ll get you two solid options before 2PM.”

✅ “Let me confirm with management and I’ll send you an update shortly.”

🧠 *Clear timeframes feel 5-star. Vague silence feels amateur.*

8. Celebrate the Choice, Not Just the Booking

Once they choose:

✅ “Great choice — that unit always gets compliments for its design and comfort.

Let’s secure it.”

🧠 *That’s what concierge-level confidence sounds like. And it’s free to deliver.*