

The 5* Voice



WORKSHOP

thehrlobby.com

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INTRODUCTIONS

Emoji Mood Check-In 🌟

THE 5* MINDSET

Serving is the act of BRINGING VALUE to someone.

Transaction vs Experience

I am the employee, what is my job?

I am the client, what's my job?

Everyone is a salesperson!

COMMUNICATE PROACTIVELY



● **TEAM:**

Hello 🙏 Thank you for contacting us!
Kindly let us know your dates and budget so we can check availability for you 😊

● **CLIENT:**

July 14–25
One bedroom for 2 persons
Budget 6000 AED max

● **TEAM:**

Thank you for the details! 🙏
Here are some options within your budget for your dates:
[link 1], [link 2], [link 3]
Let me know which one you like, or if you'd like more options 😊

● **CLIENT:**

Thank you. I like the second one but I will have to think about it.

● **TEAM:**

You're welcome 🙏
Yes, it's available for your dates. 😊
Let us know if you'd like to proceed with the booking.

COMMUNICATE PROACTIVELY



What's working:

- The team is polite and responsive.
- They provide links and options, showing effort to assist.
- They confirm details like dates and budgets.

What's missing or weak:

- Lack of probing questions to uncover deeper customer preferences or needs.
- No personalized recommendations based on customer input.
- Upselling opportunities are missed (e.g., suggesting better units, upgrades, or add-ons).
- Communication feels transactional, not conversational or consultative.
- No soft validation or small talk to build rapport.
- Responses are often generic and robotic (even with emojis).
- No check for special requirements, priorities, or pain points.
- Limited follow-up on how they can add extra value.

COMMUNICATE PROACTIVELY

CURRENT STATE = REACTIVE

You wait for the client to:

- Say dates
- Say price
- Say what unit they liked
- Say budget
- Ask questions

Then you react.

That means:

- *Slower decisions*
- *Missed upsell chances*
- *More confusion and ghosting*
- *Less perceived expertise*

COMMUNICATE PROACTIVELY



Ask Micro-Questions

Quick, easy-to-answer questions that unlock preferences

"Is this trip more for work or relaxing?"

Use This-or-That Options

Offer two choices to guide client thinking

"Prefer balcony or bigger space?"

Close with a Suggestion

Propose a next step

"Want me to hold it for you while you decide?"

Anticipate Needs

Mention useful details before client asks

"There's a unit with weekly cleaning — guests love that for longer stays."

Soft Follow-Ups

Polite nudges that keep things warm

"Still deciding? Happy to help narrow it down."

Proactive Chat Drill

- 1 “Hey, looking for something nice from the 10th.
Can you send me what you have?”
- 2 “How much is a 2-bedroom for 2 weeks in August?”
- 3 “Not booking yet, just browsing for options.”

DISCREETLY UPSELL



What **CAN** you upsell?



DISCREETLY UPSELL

Personalized Comparison

- Reduces overwhelm by narrowing choices
- Builds trust by acting as a guide, not a seller

“Here are 2 that match your dates: one is more spacious with natural light, the other is more budget-friendly. Want a quick comparison?”

“Instead of 5 links, I chose 2 that work best: one has a water view, the other is great for WFH. Which one feels more like you?”

Anchor + Upgrade

- Makes the upgrade feel like a smart decision
- Adds perceived value without pressure

“The compact unit works well, but for a small difference, the premium one has better layout and light. Want to compare both?”

“We have a basic layout available, but also a top-rated one with a balcony and extra space — just slightly higher. Curious to see it?”

DISCREETLY UPSELL



Feature Spotlight

- Makes the unit stand out instantly
- Triggers emotional connection (comfort, routine, lifestyle)

“This one has a canal-view balcony — ideal if you’re working from home or love your morning coffee spot. Should I include it?”

“One of the units includes weekly cleaning — most long-stay guests say it makes life easier. Want me to check availability?”

Value Swap

- Reframes the upgrade as a better investment
- Helps justify price difference without discounts

“If your dates are flexible by a day or two, I can include a newer unit — slightly higher rate, but much better layout. Want me to?”

“The first option works, but guests staying longer usually prefer the upgraded layout — more light, better comfort. Want to compare both?”

Upsell Gym

- 1 “Hi, I’m coming for 3 nights next weekend. What’s available near downtown?”
- 2 “I’m looking for something decent but not too expensive. Just me, 10 days in August.”
- 3 “Show me what you have from the 5th for a week.”

CONFIDENTLY 5*

Don't dump — curate

✗ "Here are the links to all our units."

✓ "I selected 2 units that match your dates. One has more space and a better view — happy to explain the difference."

Set the tone with ownership language + USE THE NAME!

✗ "Let me know if you need anything else."

✓ "Let me take care of this for you."

Use "I Recommend" — Not "You Choose"

✗ "You can choose the one you prefer."

✓ "I'd recommend the first one — better light and privacy, fits your dates perfectly."

Be one step ahead on Follow-Up

✗ "Let me know if you want to book."

✓ "Want me to hold it for you until this afternoon while you decide?"

CONFIDENTLY 5* _____

Rewrite Rally

1 “Hi, I need something for 5 nights next week. Can you send me the list of what’s available?”

“Hello 😊. Please find the list of available rooms attached.”

2 “Hey, I’m looking for something quiet and affordable for a longer stay. Not sure exactly what yet.”

“Sure. We have several room types. Please specify dates for availability.”

3 “Thanks for the info! I’ll think about it and let you know.”

Great, thank you 😊! We’ll be happy to help when you decide.

COMMITMENT

✍️ Starting Tomorrow, I will...

- ☐ Ask at least 1 micro-question to uncover real preferences
- ☐ Offer 2 curated options instead of dumping links
- ☐ Recommend with confidence — not just listing
- ☐ Add 1 thoughtful upsell that actually makes sense for the guest
- ☐ Take control of the timeline (no more “let me know”)
- ☐ Sound human, not like a policy bot with emojis

COMMITMENT

Upsell is not optional.

Proactive is the new polite. 😎

1."From now on, I will always ask at least one smart question before sending options because..."

2."With every guest, I will discreetly upsell because..."

FEEDBACK

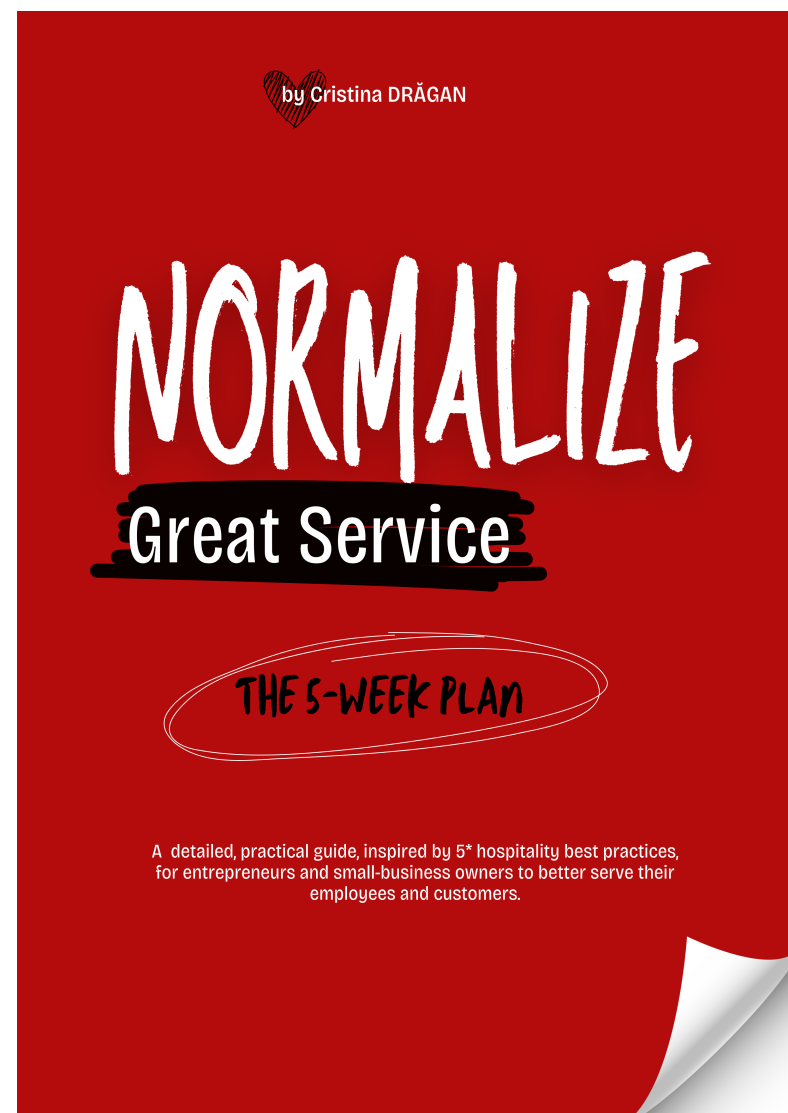


PERSONALIZED RESOURCES

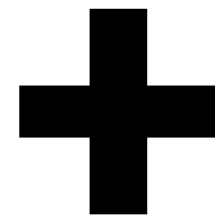


Tools & **Articles**

The resources below are free for you and made with passion for the hospitality world, to bring value to our mission to serve!

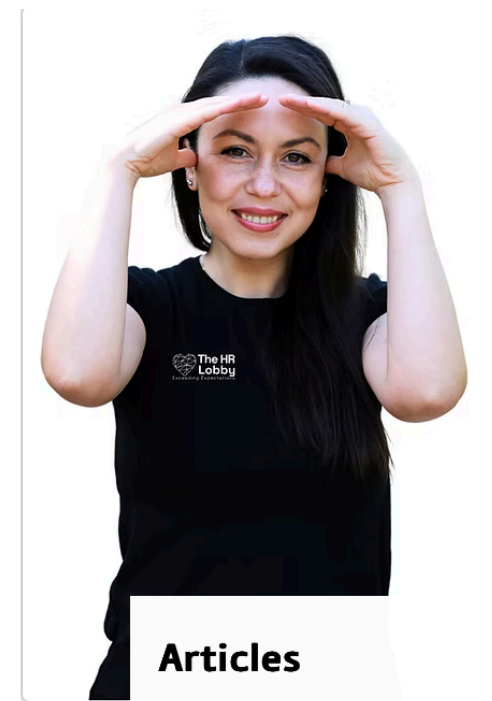


Personalized & Signed eBook



The 5* Voice HANDOUT

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Articles

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Participation Certificates

Download yours [BELOW](#)

Personalized **Resources**

Coming soon!

Maximum 3 hours after the training (but usually much faster than that! 🥳)



THANK YOU

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