

The Complete Site Inspection Checklist

In the Lead-Up to the Site Inspection

- Make sure you know your property
 - How many rooms you have
 - Cost of the rooms
 - How old is the property? History of the property,
 - When was the last refurb?
- Have answers for any possible shortcomings of the property.
- Learn about your client
 - Know which hotels they have used previously in your area.
 - Ask what is the most important to the client, their preferences or challenges they've had in the past.
 - Tailor your site inspection accordingly.
 - Research the contact from the company to see if you have any common contacts or interests. Try to find a connection/something in common.
- Plan your site inspection
 - Bookend the visit with the best experiences you have to offer.
 - Strong welcome on arrival involving the whole team.
 - Walk through the room categories, working up to the best rooms.
 - Determine the final experience before they leave - another chance to wow and leave a lasting impression.
 - Map out the path you will take so you're not walking back and forth.
 - Have a quirky gift to remind them of their visit.

24 Hours Prior to the Site Inspection

- Confirm the site inspection via email
 - Send instructions of where to meet, parking etc.
- Inform the hotel team
 - Inform management, front office and housekeeping that the site inspection is taking place.
 - Let housekeeping know your schedule so your path isn't blocked by trolleys or rubbish.
 - Let front office know who is attending the site inspection (and include a photo/bio where possible) so they can recognise and welcome the guest to the property on arrival
 - Have a sign at reception welcoming them to the property.
 - Make the client feel special.
 - Set up parking arrangements that you confirmed with the client.

On the Day of the Site
Inspection

- Prepare the rooms
 - Lights and music on.
 - Open curtains to show the room in the best light.
 - Air conditioning set to a comfortable temperature.
 - Rooms made up to their best standard.
 - Check the keys work to the rooms you're showcasing.

During the Site
Inspection

- Be professional and use good manners
 - When entering a hotel room, walk to the corner furthest from the door. This gives an impression of space but also ensures the client does not feel uncomfortable being alone in the room with you.
 - Hold the lift, hold the door, let them walk in first.
- Set expectations
 - Notify the client if a room is significantly different from the other rooms in that category.
- Keep talking to (and learning about) your client.
 - While walking through the site visit, be sure to engage in small talk. Actively engage your visitor and get to know them.
 - Pay attention to the things they say during the visit.
 - The things to which they react most enthusiastically.
 - Things they don't seem excited about.
 - Their own personal stories/interests.
 - Tailor your approach to the client.
 - Don't dominate the conversation.
 - Ask questions and listen carefully for cues.
- If your property has great views or "Instagram-worthy" areas, offer to take a photo of them so they can share on social media.
- If time allows, invite your visitors to a coffee (or refreshments) and sit down, giving you a great time to get active feedback and continue to establish the rapport.
- If having lunch with the client, get Chef to personalise a dessert with their company logo on chocolate - or something that reflects what your hotel can offer the client.
- Give them their gift as they leave as a final impression.

After the Site
Inspection

- Make notes of all that you learned about the client in your CRM (especially personal interests, opportunities) and schedule regular follow-up using this information.
- Be sure to send a follow-up within 24-48 hours
 - Thank them for their time
 - Answer any follow-up questions.