

THE ESSENTIAL TRAITS FOR HIGH PERFORMING FRONT OFFICE SALES RECRUITS

(AND HOW WE IDENTIFY THEM)





With the impact of COVID-19 on the accommodation sector it has meant a lot of experienced and talented from office and reservations people have left the industry, too scared to come back. We are now potentially left to hire internally from other departments, recruit people new to the industry or hire straight out of university. More than ever, it's important that our team members hold the key traits required of a strong customer service role ... as managers we can teach them the sales skills.

While attracting staff experienced in accommodation sales is preferred, it's not always possible. But the right candidates can be upskilled in industry knowledge via training and mentoring.

There are some traits, however, that are harder to train. Here is our list of the essential traits we look for in our sales and front office recruits, and the interview questions or methods that help identify them.

1. MOTIVATION / DRIVE

We don't want to have to be watching over our team member's shoulder or micro-managing their every move, so the first personality trait we look for is motivation or an inner drive to succeed. We recommend finding the people who are self-driven and practice - those who don't sit back waiting to be told what to do next.

- Have they followed up their initial application by finding you on LinkedIn or calling the company?
- Did they arrive at the interview with key questions about potential opportunities for career growth and upskilling?
- Do they have personal goals outside of work ie team sport, study, creative pursuits?
- Have they researched your hotel and can they demonstrate an understanding of how articulate and sell the product/services to a customer?





2. CONFIDENCE

Your front office team should be able to present your property in a clear and engaging way. They should be comfortable speaking in both one-on-one and group situations. They need to be self-assured and ready to walk boldly into any situation to get the job done.

- Do they have a clear communication style and confident in their delivery across verbal and written skills?
- Can they provide examples of where they have handled confrontation in a customer environment?
- Do they dress the part? Can you see them wearing a uniform or corporate attire that represents your brand?

3. ENTHUSIASM

A positive mindset and enthusiastic energy will help your front office sales team engage in a positive way with your customers. Having someone who is optimistic and solutions-focused (rather than negative) will make them a valuable member of your team and create a better experience for your guest.

- Are they able to listen and ask thoughtful questions about the heart of your hotel?
- Do they display positive energy for their previous colleagues or managers in past roles?
- Can you imagine them having a positive influence with others in your team and guests?



4. RESILIENCE

In such a competitive industry, you can't take "no" personally. Great sales people learn from rejection, look for ways to improve and keep going.

- If they have been out of work due to COVID-19, what have they done in their spare time? Have they learned any new skills?
- Can they provide example of where they had obstacles or setbacks and how they overcame this through asking themselves the tough questions?



5. CREATIVITY

The ability to think beyond the usual way of doing things will set your front office person up for success. A creative approach lets them stand out from the crowd, and tailor the experience to the client.

- Can this person show or tell you examples of how they have been creative in customer service?
- Can they provide your examples of their analytical skills that enable them to offer solutions that others just don't see?

6. ADAPTABILITY / FLEXIBILITY

This trait helps people think on their feet and create the most effective solutions. Not caught up in rigid thinking, they can tailor their response to the situation.

- Can the candidate offer you examples of how they were able to grow, shift and evolve during workplace change in previous positions?



7. SELF-AWARENESS

A great sales person is able to take responsibility for their work and their impact. Rather than looking for external things to blame when things don't go to plan, they're prepared to focus inwards and hold themselves accountable and look for areas for improvement. Self-aware people are aware of their own strengths, weaknesses and opportunities for improvement.

- Ask the candidate their greatest strengths and opportunities for improvement.

8. ALIGNMENT TO YOUR COMPANY VALUES

It is important that new recruits buy into your company values and the vision you've set.

- Share your company values with the candidate and ask them to give examples of how they have incorporated those values into their work.

9. TEAM FIT

This is one of the most important factors (if not *the* most important factor) in bringing a new person into your team. Look for a candidate that complements your existing team, would fit within the team culture and would enhance the offering your team brings to your clients.

- Personality profiling (as part of the recruitment process) can help you assess a person's tendencies and how they would fit with your current team.

So when you're next recruiting a sales professional for your team, look beyond the tasks listed on their resume or their descriptions of their skills and look for the personality traits that will help them succeed in your team.

We can help you train them in industry skills and knowledge. We have a range of training and mentoring options available. For more information, visit hospitalityassociates.com.au or call Sandra on 0420 589 964

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