

Questioning Skills

Situational factors

What other hotels are you considering?
Do you have any loyalties to other hotels?
What bids have you received?
When will you be making a decision?
When will you need a proposal?
Are you a current member of a frequent flyer program?
How have recent changes affected your Meetings/Company/Industries?
When would you be available for a hotel site visit?

Business Potential

How often are your meetings?
Are there other divisions/Meeting Planners in the company?
Who will be making the decision for your meeting location?
What are your F&B/AV requirements?
Will you be looking for outside entertainment, arrangements?
Are you flexible with your dates?
Do you travel to other cities?
How does your company handle individual travels?
Are spouses attending?

Past Practices

What other hotels have you been at?
How many meetings do you plan or have a year?
What was a positive experience for you in your last meeting?
What would you like us to do differently at your meeting?
What other destinations have you selected or considered in the past?
Why are you looking at a new place?
Have you been to a function that you were really impressed?

General Questions

How many people are in your group?
What type of meeting is this?
What is your position in the company?
What do you do for (company name)?
What are your responsibilities?
What type of people will be attending?
What are your meeting requirements?

Objectives

Do you have a certain budget you are working within?

What do you hope to accomplish with this meeting?

What is the most important factor in choosing this hotel?

What can we do to ensure you will be happy with our performance?

What would make this meeting successful from your eyes?

What would you like to see different from your last meeting?

What are your special guest service requirements?