Hotel Discovery Questions

Sales Conversation Guide

Current Operations

1. How many phone calls does your hotel receive per day?

2. What percentage of calls go unanswered or to voicemail?

3. Who answers your phones - front desk or dedicated staff?

4. What are your busiest call times?

5. Do you offer 24/7 phone support?

Pain Points

6. What frustrates you most about phone-based bookings?

7. Have you calculated revenue lost from missed calls?

8. Do front desk staff feel overwhelmed with calls?

9. How do you handle calls during check-in/check-out rush?

10. What happens when someone calls after hours?

Guest Experience

11. How important is phone booking to your guests?

12. Do you get international calls? Which languages?

13. What questions do callers ask most often?

14. How do guests feel about automated phone systems?

15. Any complaints about wait times or missed calls?

Current Technology Stack

16. What Property Management System (PMS) do you use? (Opera, Cloudbeds, Mews, RoomRaccoon, etc.)

17. What is your current phone system provider? (Avaya, Cisco, RingCentral, basic landline?)

18. Do you use a Channel Manager? Which one?

19. What booking engine powers your website reservations?

20. Do you have a CRM system for guest data?

21. What payment processor do you use? (Stripe, Square, integrated with PMS?)

22. Do you use any call recording or analytics tools currently?

23. Is your tech managed in-house or by a vendor?

Integration Requirements

24. Does your PMS have an API or allow third-party integrations?

25. Can you forward calls to a different number, or do you need on-premise integration?

26. Who manages your phone system - can they make routing changes?

27. Do you have IT staff or rely on external support?

28. What integrations are must-haves vs nice-to-haves?

Decision Making

29. Who else would be involved in this decision?

30. What would success look like for you?

31. Do you have budget allocated for technology this year?

32. What concerns do you have about AI answering phones?

Feedback & Suggestions

33. What features would be most valuable to you?

34. Is there anything you wish your current phone system could do?

35. What would make you say "this is exactly what we need"?

36. Any past experiences with vendors that worked well or poorly?

37. What would you change about how phone bookings work today?