# NEUROVA ■stek Kütüphanesi • Reception Sales Playbook v1.0

## 1) Sales Flow

1 Goal: Need → Suggestion → Close (reservation).

2 60-second questions (goal, guests, duration, date/time).

3 Two options only: Ideal and Alternative.

4 Closing line: "I can reserve ... for you. Shall we confirm it?"

*Mini hold + scheduled follow-up if guest asks to think.*

## 2) Sales Script (TR)

1 Opening: "Ho■ geldiniz. Sizin için en uygun ritüeli seçmem için 3 k■sa soru soray■m."

2 Needs: "■lk öncelik, süre tercihiniz 60 m■ 90 m■, koku hassasiyetiniz var m■?"

3 Suggestion: 'En uygun [Paket A] (… dk). Alternatif: [Paket B] (… dk).'

4 Closing: "Bugün ... veya ... uygunum. Hangisini ay■ral■m?"

5 Up-sell: 'Hot Stone / Aroma / Head add-on ile etkiyi yükseltebiliriz.'

## 3) Product + Package Rules

1 Basic: single treatment (60 min).

2 Value: combo (Hammam + Massage / Recovery set).

3 Premium: Signature / Couple / Prestige + upgrade.

*For undecided guests, value package closes easier.*

## 4) Follow-up System

1 Tag each interaction: Lead source, intention, status, reason not booked.

2 Hold → text within 2 hours; same-day evening reminder; next day alternative time.

3 Always note why the guest hesitated (price/time/partner/hesitation).

## 5) KPIs

1 Daily lead count

2 Conversion to booking %

3 Average cart (single/combo/premium)

4 Upgrade rate (Hot Stone etc.)

5 No-show/cancel rate

## 6) Request Library Use

1 Show guest exactly 2 visuals/options (no overload).

2 WhatsApp template: "Package name + 2 sentences + visual".

3 Language auto-select via TR/EN filter.

Operational model: One script, one flow, one tracking system.