

Hotel Front Desk Revenue Training Manual

The scripts and systems that turn your front desk into a revenue engine.

\$195

ONE-TIME INVESTMENT

Instant PDF delivery · 9 Training Chapters

20+ Ready-to-Use Scripts · 100% Editable & Printable

Unlimited Team Use — One Price

WHAT'S INSIDE — ALL 9 CHAPTERS

01	The revenue mindset Why your front desk is a revenue engine, not an information desk.
02	Handling phone inquiries The perfect opening, value-first rate presentation, and the full "I'll think about it" system with 3 variants.
03	Walk-in guests The 15-second opening, rate parity statement, and two-choice close.
04	Check-in upsell techniques The 90-second upsell window, upgrade scripts, and add-on table.
05	Handling difficult situations Rate complaints, the A.L.A.R. service recovery formula, manager requests.
06	Review generation When and how to ask, the direct link method, response templates.
07	Local accounts & corporate bookings Identify corporate travelers and convert them to recurring accounts.
08	Daily habits & performance standards Pre-shift checklist and monthly scorecard with 7 tracked metrics.
09	Scripts quick reference All key scripts on one page — abbreviated and ready to post at the desk.

"Visibility gets the call. Training closes the booking. Both matter. Neither works without the other." — Derek Lasiter, Lasiter Edge

WHO THIS IS FOR

→ **Independent hotel owners**

who want a proven system without hiring a full-time trainer.

→ **General managers**

looking to improve conversion and upsell performance immediately.

→ **New front desk agents**

who need a clear, professional framework from day one.

→ **Any property**

that has tried informal training and wants something structured and repeatable.

WHAT YOU GET

✓ **Complete PDF manual**

Branded with Lasiter Edge. Professionally formatted. Print-ready.

✓ **Word for word scripts**

For every scenario: phone, walk-in, upsell, review, objection.

✓ **Pre-shift daily checklist**

So every team member starts prepared, every shift.

✓ **Monthly scorecard**

Track 7 key metrics including conversion rate and review generation.

✓ **Unlimited team use**

One purchase. Train your entire team. Current and future hires.

This manual is one part of the Lasiter Edge Revenue Visibility System.

It can be purchased as a standalone product — or it is included in both monthly programs.

The Lasiter Edge program lineup:

- ◆ \$97 Hotel Visibility Checkup — See where your GBP has gaps
- ◆ \$295 GBP & Revenue Performance Audit — Full picture + 30-min strategy call. Credited to Month 1.
- ◆ \$225/mo Google Business Profile Management — GBP managed monthly. 90-day co-pilot.
- ◆ \$1,295/mo Remote Sales Manager — Full sales management. 90-day co-pilot.

About Derek Lasiter

Derek Lasiter has 20 years of hands-on experience in hotel operations, sales strategy, and revenue management. He founded Lasiter Edge to solve the two problems that cost independent hotels the most revenue: being invisible in local search, and being unable to convert the bookings that do come in. Every script in this manual comes from real hotel experience — not theory.

Contact Derek directly to purchase. Payment via invoice. PDF delivered by email within 24 hours of payment. One-time fee. No subscription. No renewal.

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