

How to sell Course 2021

spirit

»»» What you will learn

- ✦ How to upsell on Spirit conversations
- ✦ Identify sales opportunities
- ✦ Take advantage on sales opportunities
- ✦ Make most scenarios into a sales conversation
- ✦ Review the benefits of selling



Assisting the Guest

The first step would be to assist the guest by doing the following:

- After reading the guest's interaction to the bot, you greet the guest, following-up with the information already provided to the bot.
- Introduce yourself and display willingness to assist. Also, use the guest's name throughout the interaction to make it more personal (be friendly).

Assisting the Guest

You should now continue with the following:

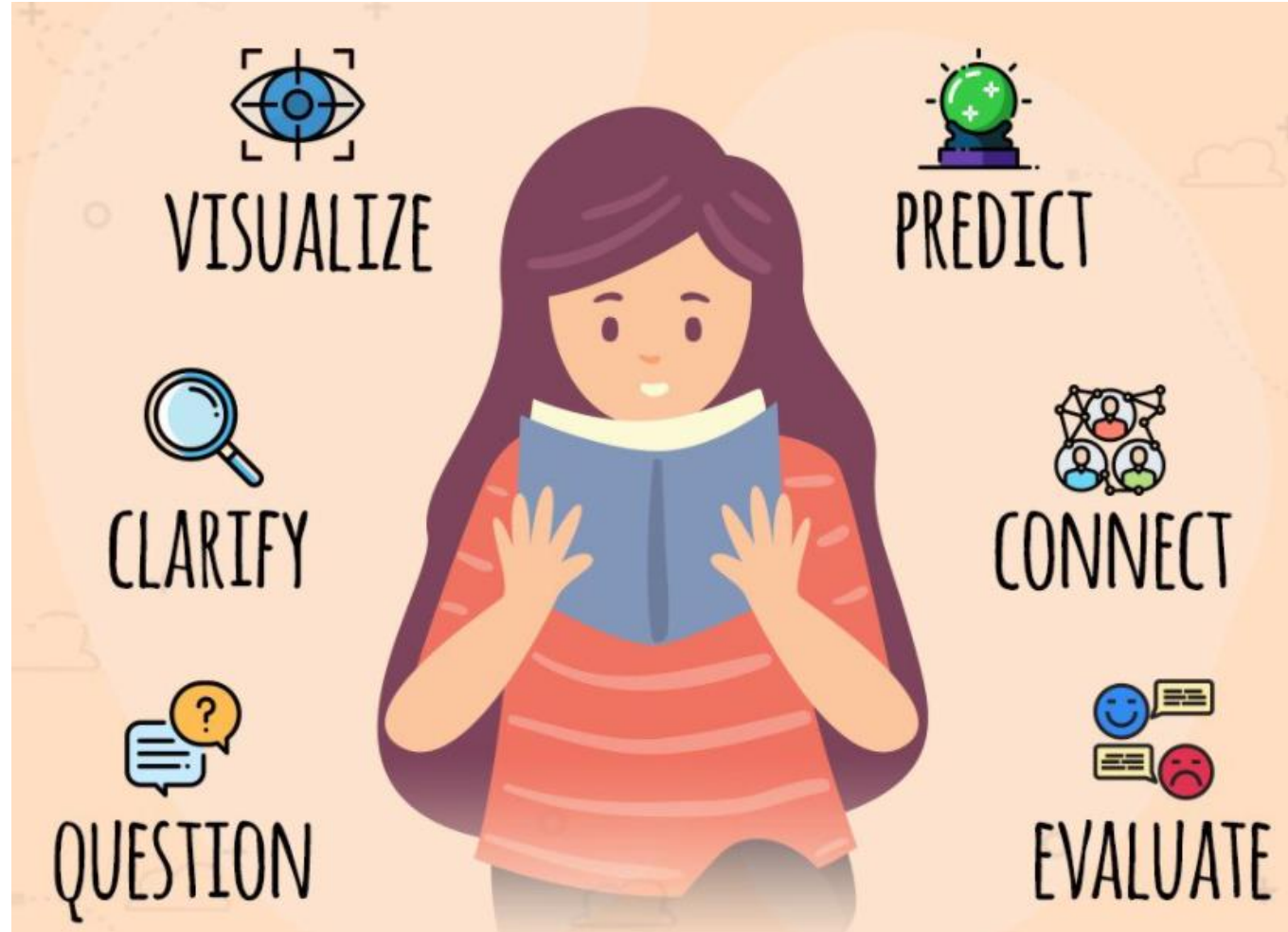
- Once you understand the guest's concern/request, you can proceed to offer a solution.
- Be as informative as possible so you can make the interaction more efficient and save the guest the struggle of asking additional questions.
- If the issue has not been fully addressed, try to providing an open-ended statement or question to keep the conversation going.



Verification

It is important for you to verify the information:

- Once you greet the guest, you can proceed to verify the information you got from the bot.
- Throughout the interaction, feel free to ask additional questions so you can get a clear picture of what the guest's concern is.
- Whenever a guest's request is not clear enough, ask for all the information you need in order to properly assist them.
- **It is really important that you fully understand the concern before you make a change to their reservation.**



Offering additional assistance - Upselling

Now, let's start with the sale:

- Once you have addressed the guest's concern, you may proceed to offer additional assistance.
- If the guest has not added ancillaries yet, now is the perfect time for you to offer such service. Try to sound as friendly as possible and try to make the service sound as comfortable/interesting/useful as possible.





Upselling

- The first step is going to be to verify if the guest has added bags or seats. Go to the Passenger Information, verify the SSRs added to the flight and also go to Seats Assignment.

Passengers			
Name	Type	Insurance	SSR
1. FRIDGEN, KATIE	ADT		
2. DRONG, ANTHONY	ADT		

Passenger Name	867 (DFW - LAX)	868 (LAX - DFW)
KIMBERLY BOYD	N/A	N/A

What can you see in those screenshots?



»»» Scripts you can use to offer bags:

- I can confirm you have not added baggage to the flight. Now it is the best time to do so, enjoy the best price available for only \$__. If you wait until you get to the airport, the price will always be more expensive. Would you like me to add the bag to the flight and collect the payment?
- Please be mindful that we have a special discounted rate if you add the bags now. Prices the airport on the day of your flight will be higher. It is my top priority that you can get the best possible price, are you taking a carry-on or checked bag?

»»» Scripts you can use to offer seats:

- I see that you have not added any seats to your flight yet. We would like to make sure you sit on the spot you truly want during the flight. I see that we have a seat available for only \$___ in the row ____. Would you like me to add the seat and secure the payment?
- Keep in mind that if you do not add the seat now, one will be assigned randomly on the day of your flight. I don't want you to be stuck with a seat assignment that cannot be changed if the flight is full before departure. My friendly recommendation is that you secure the seat of your choice right now. Do you prefer a window or aisle seat?

Sales Structure



Sales Structure



Assist the guest



Verify if the guest had added bags by going to the Passenger Information and check the SSRs added to the flight.



If the guest already have bags, Go ahead and verify if seats have been added by going to Seats Assignment. If the guest does not have seats, offer seats with the script mentioned



If the guest wants to add seats, send the secure payment form and collect the payment.



Wrap up the conversation.

Assist the guest



Verify if the guest had added bags by going to the Passenger Information and check the SSRs added to the flight.

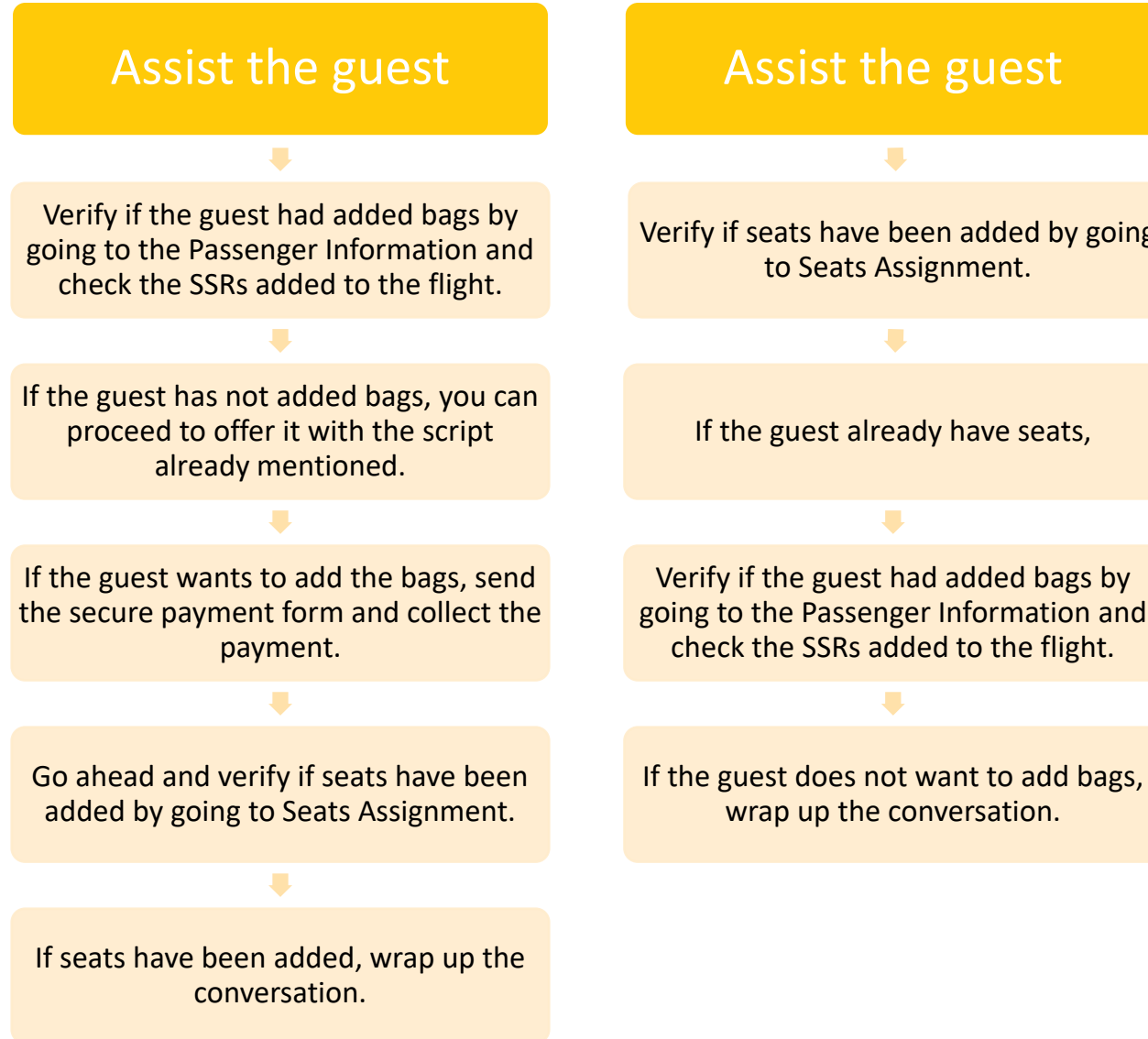



If the guest already have bags, Go ahead and verify if seats have been added by going to Seats Assignment. If the guest does not have seats, offer seats with the script mentioned



If the guest does not want seats, wrap up the conversation.

Sales Structure



<p>☰ Date: 14 Feb 2021</p> <ul style="list-style-type: none"> Flight Move SSR SSR SSR SSR Assign Seat Add Flight SSR SSR SSR SSR Remove Seat Remove Flight 	<p>Time: 6:48:24 PM Caller: Agent: Levarti_nk</p> <p>X1 Moved 14Feb21 MCO-BNA NK1946 to 17Feb21 MCO-BNA NK1946 (IROP)</p> <p>SR Added SSR ACIA 2/17/2021 MCOBNA 1946 for Brenda Cervantes</p> <p>SR Added SSR ACIS 2/17/2021 MCOBNA 1946 for Brenda Cervantes</p> <p>SR Added SSR HQMA 2/17/2021 MCOBNA 1946 for Brenda Cervantes</p> <p>SR Added SSR OCIA 2/17/2021 MCOBNA 1946 for Brenda Cervantes</p> <p>AS 17Feb21 MCO-BNA 1946 Y 17F Brenda Cervantes</p> <p>+F 17Feb21 MCO-BNA 1754/1850 NK 1946 HK W7SYBER 26.00</p> <p>SR Removed SSR ACIA 2/14/2021 MCOBNA 1946 for Brenda Cervantes</p> <p>SR Removed SSR ACIS 2/14/2021 MCOBNA 1946 for Brenda Cervantes</p> <p>SR Removed SSR HQMA 2/14/2021 MCOBNA 1946 for Brenda Cervantes</p> <p>SR Removed SSR OCIA 2/14/2021 MCOBNA 1946 for Brenda Cervantes</p> <p>RS 14Feb21 MCO-BNA 1946 Y 17F Brenda Cervantes</p> <p>-F 14Feb21 MCO-BNA 1754/1850 NK 1946 HK W7SYBER 26.00</p>	 <p>What ancillary is the guest missing?</p>
<p>☰ Date: 17 Feb 2021</p> <ul style="list-style-type: none"> Checkin Print Boarding Pass 	<p>Time: 6:34:55 AM Caller: Agent: Mobile_App</p> <p>CI 17Feb21 MCOBNA 1754/1850 # NK1946 Seat:17F Seq:89 Cervantes/Brenda</p> <p>BP 17Feb21 MCOBNA 1754/1850 # NK1946 Seat:17F Seq:89 Cervantes/Brenda</p>	
<p>☰ Date: 17 Feb 2021</p> <ul style="list-style-type: none"> Print Boarding Pass 	<p>Time: 6:42:14 AM Caller: Agent: Mobile_App</p> <p>BP 17Feb21 MCOBNA 1754/1850 # NK1946 Seat:17F Seq:89 Cervantes/Brenda</p>	
<p>☰ Date: 17 Feb 2021</p> <ul style="list-style-type: none"> Checkout 	<p>Time: 8:47:33 AM Caller: Agent: 97290</p> <p>CO 17Feb21 MCOBNA 1754/1850 # NK1946 Seat:17F Seq:0 Cervantes/Brenda</p>	
<p>☰ Date: 17 Feb 2021</p> <ul style="list-style-type: none"> Flight Move Flight Move SSR SSR SSR SSR Assign Seat 	<p>Time: 9:56:12 AM Caller: Brenda Cervantes Agent: 308114</p> <p>X1 Moved 17Feb21 MCO-BNA NK1946 to 21Feb21 BNA-MCO NK1947 (MOVE)</p> <p>X1 Moved 21Feb21 BNA-MCO NK1947 to 21Feb21 MCO-BNA NK1946 (MOVE)</p> <p>SR Added SSR ACIA 2/21/2021 MCOBNA 1946 for Brenda Cervantes</p> <p>SR Added SSR ACIS 2/21/2021 MCOBNA 1946 for Brenda Cervantes</p> <p>SR Added SSR HQMA 2/21/2021 MCOBNA 1946 for Brenda Cervantes</p> <p>SR Added SSR OCIA 2/21/2021 MCOBNA 1946 for Brenda Cervantes</p> <p>AS 21Feb21 MCO-BNA 1946 Y 17F Brenda Cervantes</p>	

Date: 1 Dec 2020 IS	Time: 7:53:34 PM IS Itinerary Emailed to dnardine1@gmail.com on 12/1/2020 7:53 PM	Caller: INET	Agent: dnardine1@gmail.
Date: 7 Jan 2021 Flight Move SSR SSR Add Flight SSR SSR Remove Flight	Time: 12:12:11 AM X1 Moved 01Mar21 RSW-PIT NK2651 to 01Mar21 RSW-PIT NK 638 (SCHG) SR Added SSR BAG1 3/1/2021 RSWPIT 638 for RYAN MILLER SR Added SSR BAG1 3/1/2021 RSWPIT 638 for STEPHANIE MILLER +F 01Mar21 RSW-PIT 1255/1531 NK 638 HK P7SYBNR 101.05 SR Removed SSR BAG1 3/1/2021 RSWPIT 2651 for RYAN MILLER SR Removed SSR BAG1 3/1/2021 RSWPIT 2651 for STEPHANIE MILLER -F 01Mar21 RSW-PIT 0947/1216 NK 2651 HK P7SYBNR 101.05		Agent: JobScheduler
Date: 7 Jan 2021 Flight Move SSR SSR Add Flight SSR SSR Remove Flight	Time: 12:13:38 AM X1 Moved 19Feb21 PIT-RSW NK2654 to 19Feb21 PIT-RSW NK 639 (SCHG) SR Added SSR BAG1 2/19/2021 PITRSW 639 for RYAN MILLER SR Added SSR BAG1 2/19/2021 PITRSW 639 for STEPHANIE MILLER +F 19Feb21 PIT-RSW 1718/1947 NK 639 HK P7SYBNR 101.05 SR Removed SSR BAG1 2/19/2021 PITRSW 2654 for RYAN MILLER SR Removed SSR BAG1 2/19/2021 PITRSW 2654 for STEPHANIE MILLER -F 19Feb21 PIT-RSW 1945/2214 NK 2654 HK P7SYBNR 101.05		Agent: JobScheduler
Date: 5 Feb 2021 Contact Change	Time: 12:37:50 PM CC Email Address Changed dnardine1@gmail.com to strymiller@me.com Home Phone Changed 14125969899 to 14122150397 Name Changed MOORE/JEAN to MILLER/STEPHANIE Address Line 1 Changed 100 White Hampton Lane to 138 JOHN DRIVE City Changed Pittsburgh to Canonsburg Postal Code Changed 15236 to 15317 Customer Number Changed 5410303063 to Distribution Option Changed Email to None		Agent: dnardine1@gmail.
Date: 6 Feb 2021	Time: 6:38:23 PM	Caller: INET	Agent: 306355



What ancillary is the guest missing?

»»» Closing

Let's finish up the interaction:

- When closing, check whether the guest has joined our Saver\$ Club. If the guest has not joined yet, talk about the benefits of joining the club and offer the sign-up link.
- Close the interaction by providing a branded closing, thanking the guest for their loyalty and reminding them that they can reach us back if they have further concerns.

spirit[®]
Saver\$ Club

Scenarios

Now, every conversation is different. Let's take a look into the most common type of conversations and how to make a sale on each one of them:

- **Scenario 1:** A guest is under an IROP.

My flight was just cancelled due to the storm, can we modify my reservation.

Once you helped the guest with the modification, proceed with the upsell.

By the way, would you be adding seats to this reservation? **I noticed you have no seats assigned and we want YOU to take advantage of our lowest prices seat assignments.** Would you like me to assign your seats right now?

Date: 1 Dec 2020 IS	Time: 7:53:34 PM	Caller: INET	Agent: dnardine1@gmail.com
Date: 7 Jan 2021 Flight Move SSR SSR Add Flight SSR SSR Remove Flight	Time: 12:12:11 AM	Caller:	Agent: JobScheduler
Date: 7 Jan 2021 Flight Move SSR SSR Add Flight SSR SSR Remove Flight	Time: 12:13:38 AM	Caller:	Agent: JobScheduler
Date: 5 Feb 2021 Contact Change	Time: 12:37:50 PM	Caller:	Agent: dnardine1@gmail.com
Date: 6 Feb 2021	Time: 6:38:23 PM	Caller: INET	Agent: 306355

- **Scenario 2:** A guest is affected by a schedule change.

I was told my flight was cancelled but is not suitable for me, what can we do?

First, get the date and look up the flight availability. When you are providing the prices to the guest, do the upsell.

I would be more than happy to assist you with that. We have an option available, MCO TO FLL, Nov 20th, for the amount of \$265. Would you be adding baggage to this reservation? **Keep in mind that the prices may be higher later on.** Would you like me to add an extra bag or assign your seats right to your new booking?



- **Scenario 3:** A guest wants to get a confirmation email for the reservation they just booked online.



I booked a flight and never received a confirmation email.

Please be mindful that we have a special discounted rate if you add the bags now. Prices the airport on the day of your flight will be higher. It is my top priority that you can get the best possible price, are you taking a carry-on or checked bag?

Once you helped the guest with confirmation email, proceed with the upsell.

I want to change my date of birth, I put it incorrectly by mistake. Can you help?

- **Scenario 4:** A guest wants to change their DOB in their reservation and has seats already assigned.



I was able to see that you have regular seats assigned to your flight, **would you like to upgrade to Big Front seats instead? They are super spacious and comfortable and I love it, if you haven't tried it yet you definitely should!**

Once you helped the guest with the DOB correction, proceed with the upsell.



Role-play



Date: 6 Jan 2021 Time Change	Time: 7:52:50 PM TC 11Feb21 NK1292 LAS IAH Old STD: 11Feb21 1324 New STD: 11Feb21 0110 Old STA: 11Feb21 1822 New STA: 11Feb21 0557	Caller:	Agent: JobScheduler
Date: 6 Jan 2021 Time Change	Time: 8:00:40 PM TC 16Feb21 NK1199 IAH LAS Old STD: 16Feb21 1912 New STD: 16Feb21 1442 Old STA: 16Feb21 2039 New STA: 16Feb21 1601	Caller:	Agent: JobScheduler
Date: 9 Jan 2021 Cancel Fee Cancel Fee Add Payment Contact Change	Time: 10:40:11 AM XF BG1 0 NEVEN/DALE 36.00 USD XF BG1 1 NEVEN/DALE 36.00 USD +P VI 0.42 USD CC Distribution Option Changed None to Email	Caller: .	Agent: 86026
SSR Assign Seat Add Flight SSR Add Flight SSR Remove Flight SSR Remove Flight Sell Fee Sell Fee Sell Fee	SR Added SSR BAG1 2/11/2021 LASIAH 570 for DALE NEVEN AS 11Feb21 LAS-IAH 570 Y 20A DALE NEVEN +F 11Feb21 LAS-IAH 1300/1802 NK 570 HK W7SYBNR 30.00 SR Added SSR BAG1 2/18/2021 IAHLAS 1199 for DALE NEVEN +F 18Feb21 IAH-LAS 2030/2152 NK 1199 HK W7SYBNR 30.00 SR Removed SSR BAG1 2/11/2021 LASIAH 1292 for DALE NEVEN -F 11Feb21 LAS-IAH 0110/0557 NK 1292 HK GA7NR 37.29 SR Removed SSR BAG1 2/16/2021 IAHLAS 1199 for DALE NEVEN -F 16Feb21 IAH-LAS 1442/1601 NK 1199 HK GA7NR 37.29 SF BG1 3 DALE NEVEN 36.00 USD SF BG1 5 DALE NEVEN 36.00 USD SF BDF 6 DALE NEVEN 15.00 USD	Caller: INET	Agent: PaymentMaster
Date: 9 Jan 2021 IS	Time: 10:40:13 AM IS Itinerary Emailed to reelimagineer@gmail.com on 1/9/2021 10:40 AM	Caller: INET	Agent: PaymentMaster
Date: 10 Feb 2021	Time: 10:32:24 PM	Caller: customerMobileApp	Agent: Mobile_App

<input type="checkbox"/> Date: 6 Jan 2021 IS	Time: 2:35:51 PM IS Itinerary Emailed to voandrew7@gmail.com on 1/6/2021 2:35 PM	Caller: VO, ANDREW	Agent: PaymentMaster
<input type="checkbox"/> Date: 6 Jan 2021 Add Travel Document	Time: 7:36:41 PM AD K 995232101	Caller:	Agent: voandrew7@gmail.
<input type="checkbox"/> Date: 6 Jan 2021 Add Travel Document	Time: 7:37:01 PM AD K 995223697	Caller:	Agent: voandrew7@gmail.
<input type="checkbox"/> Date: 6 Jan 2021 Add Travel Document	Time: 7:37:20 PM AD K 995224098	Caller:	Agent: voandrew7@gmail.
<input type="checkbox"/> Date: 6 Jan 2021 Add Travel Document	Time: 7:37:43 PM AD K 995224399	Caller:	Agent: voandrew7@gmail.
<input type="checkbox"/> Date: 6 Jan 2021 Add Customer ID	Time: 7:38:19 PM +C VO/ANDREW Added 6940208596	Caller:	Agent: voandrew7@gmail.
<input type="checkbox"/> Date: 6 Jan 2021 Time Change	Time: 7:56:56 PM TC 14Feb21 NK 199 MCO IAH Old STD: 14Feb21 1920 New STD: 14Feb21 1930 Old STA: 14Feb21 2051 New STA: 14Feb21 2108	Caller:	Agent: JobScheduler
<input type="checkbox"/> Date: 6 Jan 2021 Flight Move Add Flight Remove Flight	Time: 10:43:05 PM X1 Moved 11Feb21 IAH-MCO NK 830 to 11Feb21 IAH-MCO NK1156 (SCHG) +F 11Feb21 IAH-MCO 1331/1642 NK 1156 HK GA21NR 78.40 -F 11Feb21 IAH-MCO 1750/2048 NK 830 HK GA21NR 78.40	Caller:	Agent: JobScheduler
<input type="checkbox"/> Date: 10 Feb 2021 SSR SSR SSR SSR Sell Fee	Time: 2:31:23 PM SR Added SSR ACIA 2/11/2021 IAHMCO 1156 for ANDREW VO SR Added SSR ACIA 2/11/2021 IAHMCO 1156 for KIMBERLY VO SR Added SSR ACIA 2/11/2021 IAHMCO 1156 for ABBEY VO SR Added SSR ACIA 2/11/2021 IAHMCO 1156 for AIDAN VO SF ACIA 0 ANDREW VO 0.00 USD	Caller: customerMobileApp	Agent: voandrew7@gmail.



Find <input type="text"/> <input type="button" value="Find Next"/>			
<input type="checkbox"/> Date: 12 Feb 2021 IS	Time: 5:21:33 PM IS Itinerary Emailed to gulamalisa@gmail.com on 2/12/2021 5:21 PM	Caller: INET	Agent: PaymentMaster
<input type="checkbox"/> Date: 12 Feb 2021 Contact Change	Time: 5:21:36 PM CC Other Phone Changed to 19176244196 Notification Preference Changed None to Promotional	Caller: INET	Agent: WEBSERVICES
<input type="checkbox"/> Date: 15 Feb 2021 Flight Move Add Flight Remove Flight	Time: 9:20:12 PM X1 Moved 16Feb21 AUS-MCO NK 732 to 22Feb21 AUS-MCO NK 732 (IROP) +F 22Feb21 AUS-MCO 1506/1835 NK 732 HK UA3NR 58.39 -F 16Feb21 AUS-MCO 1506/1835 NK 732 HK UA3NR 58.39	Caller:	Agent: Levarti_nk

☰ **Date: 14 Feb 2021**

Time: 2:44:36 PM

Caller:

Agent: Levarti_nk

Flight Move

X1 Moved 14Feb21 MCO-IAH NK 713 to 17Feb21 MCO-IAH NK 713 (IROP)

SSR

SR Added SSR BG1M 2/17/2021 MCOIAH 713 for JESSICA TALAMANTEZ

SSR

SR Added SSR HQKA 2/17/2021 MCOIAH 713 for JESSICA TALAMANTEZ

SSR

SR Added SSR KCIA 2/17/2021 MCOIAH 713 for JESSICA TALAMANTEZ

SSR

SR Added SSR KCIS 2/17/2021 MCOIAH 713 for JESSICA TALAMANTEZ

SSR

SR Added SSR OWB4 2/17/2021 MCOIAH 713 for JESSICA TALAMANTEZ

SSR

SR Added SSR HQKA 2/17/2021 MCOIAH 713 for FERNANDO GARZA

SSR

SR Added SSR KCIA 2/17/2021 MCOIAH 713 for FERNANDO GARZA

SSR

SR Added SSR KCIS 2/17/2021 MCOIAH 713 for FERNANDO GARZA

SSR

SR Added SSR HQKA 2/17/2021 MCOIAH 713 for HARLEY GARZA

SSR

SR Added SSR KCIA 2/17/2021 MCOIAH 713 for HARLEY GARZA

SSR

SR Added SSR KCIS 2/17/2021 MCOIAH 713 for HARLEY GARZA

Assign Seat

AS 17Feb21 MCO-IAH 713 Y 8D JESSICA TALAMANTEZ

Add Flight

+F 17Feb21 MCO-IAH 1425/1559 NK 713 HK GA7NR 111.87

SSR

SR Removed SSR BG1M 2/14/2021 MCOIAH 713 for JESSICA TALAMANTEZ

SSR

SR Removed SSR HQKA 2/14/2021 MCOIAH 713 for JESSICA TALAMANTEZ

SSR

SR Removed SSR KCIA 2/14/2021 MCOIAH 713 for JESSICA TALAMANTEZ

SSR

SR Removed SSR KCIS 2/14/2021 MCOIAH 713 for JESSICA TALAMANTEZ

SSR

SR Removed SSR OWB4 2/14/2021 MCOIAH 713 for JESSICA TALAMANTEZ

SSR

SR Removed SSR HQKA 2/14/2021 MCOIAH 713 for FERNANDO GARZA

SSR

SR Removed SSR KCIA 2/14/2021 MCOIAH 713 for FERNANDO GARZA

SSR

SR Removed SSR KCIS 2/14/2021 MCOIAH 713 for FERNANDO GARZA

SSR

SR Removed SSR HQKA 2/14/2021 MCOIAH 713 for HARLEY GARZA

SSR

SR Removed SSR KCIA 2/14/2021 MCOIAH 713 for HARLEY GARZA

SSR

SR Removed SSR KCIS 2/14/2021 MCOIAH 713 for HARLEY GARZA

Remove Seat

RS 14Feb21 MCO-IAH 713 Y 8D JESSICA TALAMANTEZ

Remove Seat

RS 14Feb21 MCO-IAH 713 Y 8E FERNANDO GARZA

Remove Seat

RS 14Feb21 MCO-IAH 713 Y 8F HARLEY GARZA

Remove Flight

-F 14Feb21 MCO-IAH 1750/1930 NK 713 HK GA7NR 111.87

☰ **Date: 14 Feb 2021**

Time: 3:15:18 PM

Caller:

Agent: Levarti_nk

▶▶▶ Recap: What you have learned

- ✈ How to upsell on Spirit conversations
- ✈ Identify sales opportunities in schedule changes and IROPs
- ✈ Take advantage on sales opportunities
- ✈ Make most scenarios a sales conversation
- ✈ Review the benefits of selling
- ✈ Role-playing different sales scenarios

Ready to Take
Off?



Thank You!

