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For Immediate Release

## **TRACK/ResortsandLodges.com and Doug Kennedy Announce Upcoming Webinar for March 13**

Cottage Grove, Minn.- As part of its ongoing commitment to education and training, TRACK Hospitality Software and ResortsandLodges.com are pleased to announce their next sponsored quarterly webinar with Doug Kennedy, the lodging industry's most experienced sales and guest service trainer. The webinar "Tracking And Following Up On Voice Inquiries Is Key To Increasing Direct Voice Reservations Booking" will take place at 11:00 am CST on March 13th, 2018. To register [click here](#).

This is a wonderful learning opportunity for managers at hotels, resorts and vacation rental companies to learn how they should be tracking voice inquiries and also training their sales agents to use proactive follow-up with those callers who are still not ready to book. Doug will cover his recommended best practices that your agents can use to send personalized emails to continue the dialogue after the call, as well as techniques for proactive follow-up a few days later. Doug will also review the key metrics for tracking phone activity and sales metrics.

KTN President Doug Kennedy is the lodging industry's leading expert in reservations sales, having conducted training for top tier companies across all market segments for over two decades. His hotel clients have ranged from five star hotels such as large as The Venetian Las Vegas (7,000+ rooms) to small luxury inns such as the Castle Hill Inn Newport, RI (35 rooms). He has extensive experience in training non-traditional segments such as all-inclusive resorts, historic inns, ski lodges, and vacation rental companies. Over the years he has conducted corporate sponsored training for most of the major hotel brands.

"We know that a major focus for most lodging companies in 2018 is driving more direct bookings. This is something we see not only with our [Distribution Solutions](#) (ResortsandLodges.com business listings, Top Lists, Travel Blog), but with our [Digital Marketing Solutions](#) (PPC, SEO, Website Design/Development, Email Marketing, Cart Abandonment) and [Technology Solutions](#) (TRACK Guest Communication Cloud) as well," said Ryan Bailey, ResortsandLodges.com CEO. "Doug's first webinar of 2018 addresses this focus, and offers some guidance in ways to increase direct bookings, specifically through the voice channel."

"Besides engaging me to conduct the regularly scheduled private webinars throughout the year exclusively for their clients, it's very generous of ResortsandLodges to also partner with me in presenting these free webinars, open to help our entire industry move ahead," said Kennedy about this unique opportunity. "I truly hope to provide everyone with some

tangible action steps for increasing direct bookings through the voice channel in 2018 during this webinar.”

Kennedy’s monthly hotel sales and guest service training articles inspire readers worldwide. Kennedy Training Network is our marketing alliance partner, and we are pleased to provide this 2017 webinar series as a value added feature for our clients, prospects and the industry at large.

*In January 2017 [TRACK](#) kicked off a new [Webinar Series](#) for Managers and Agents to help businesses get the most out of this enterprise software. These weekly discussions center around new product releases, as well as helping managers and agents unlock the power of TRACK’s CRM.*

**About TRACK:**

TRACK™ Hospitality Software is a leading all-in-one cloud communication platform for lodging companies. It provides TRACK Pulse, the first Cloud Voice, Email, Text, Chat and now Secure Messaging platform built specifically for the needs of independent Hotels, Resorts and Vacation Rental Management Companies. In addition TRACK offers a suite of consulting and professional services to help reservations, sales, marketing and revenue teams increase conversions and customer delight. To learn more visit [www.trackhs.com](http://www.trackhs.com).

**About ResortsandLodges.com:**

[ResortsandLodges.com](http://ResortsandLodges.com)® is a comprehensive online resource for leisure travel with access to unique accommodations worldwide. The site provides the ability to plan and book memorable experiences at resorts, vacation rentals, cabins, holiday rentals, villas, condos, cottages, lodges, boutique hotels, B&B’s and vacation hotels. Founded in 1998, [ResortsandLodges.com](http://ResortsandLodges.com) was one of the first major leisure travel sites established online, and has received numerous awards and accolades for web design, outstanding usability, fast page loading speeds, and skillful information display.

[ResortsandLodges For Business](http://ResortsandLodges.com) puts today’s vacation properties in front of millions of travelers annually using comprehensive business listing techniques and strategic digital content marketing. Our team of industry experts manages Search Engine Marketing (SEM), Pay-Per-Click Advertising (PPC), Display and Banner Advertising, Email Marketing Automation, and Drip Email Marketing for properties across North America. In addition to these managed services, ResortsandLodges also has a dedicated website development and implementation team, giving independent properties a comprehensive suite of services to choose from to gain brand dominance over their competition. Visit [business.resortsandlodges.com](http://business.resortsandlodges.com) to learn more.

**About Kennedy Training Network:**

The Kennedy Training Network (KTN), launched in 1996, is a leading provider of hotel telephone mystery shopping, offering reservations mystery shopping, hotels sales mystery shopping and

telephone hospitality assessments. KTN is also the lodging industry's best source for hotel training programs and services in topic areas of hotel reservations sales, hospitality and guest service excellence, front desk profit optimization, upselling, and group or conference sales optimization. KTN's President, Doug Kennedy, has been creating and delivering customized hotel sales, hospitality and reservations sales training for the lodging industry since 1989. For more information email us at [info@kennedytrainingnetwork.com](mailto:info@kennedytrainingnetwork.com) or call us at 866-922-4662.