

Objection	Strategy	Sample Script	Video Link
I don't have time to sign up.	<b>Enrollment takes no extra time</b>	That's okay, Ms. Miller. I have all the information I need here on your reservation. I can enroll you with your consent and you will receive your membership information by email.	<a href="#">Objection Video Clip- I don't have time</a>
I don't really travel that much.	<b>Points Never Expire</b>	Mr. Spencer, the BWR program will still benefit you. You can start earning points with this stay and they never expire! Whenever you travel again your points will still be available to you.	<a href="#">Objection Video Clip- Points don't expire</a>
I prefer not to give you my e-mail address as I get too much junk mail.	<b>Subscription Not Required</b>	You don't have to worry about that at all, Ms. Thompson. Your email is used to give you access to your rewards account to view your balance, check reservations and redeem points. We do not share your information with third parties and we will opt you out of any BWH marketing messages.	<a href="#">Objection Video Clip- I don't want to give you my email</a>
I'm already a member with another hotel chain.	<b>Status Match ... No Catch</b>	That's fine, Mr. Bennett. We have a "Status Match ... No Catch" program which allows us to match your top tier status with any other hotel or OTA loyalty program to the comparable tier in Best Western Rewards.	<a href="#">Objection Video Clip- I belong to another loyalty club</a>
I booked with Expedia already.	<b>OTA Enrollment Offer</b>	Although you are not eligible for BWR benefits on this stay, we can enroll you for future visits. If you enroll today as a new BWR member you will receive 500 welcome bonus points plus a \$50 virtual Best Western Gift Card to use the next time you book directly with BW branded hotels.	<a href="#">Objection Video Clip- OTAs are a better value</a>
I know only Booking.com can give me the lowest rates.	<b>Exclusive Member Rates</b>	With Best Western Rewards we offer exclusive rates and deals for our rewards members, Ms. Smith. With an exclusive rate, while earning points to use on a future stay, our rewards program continues to benefit our rewards members with the best deals. To start earning points now, all I'll need is your email.	<a href="#">Objection Video Clip- OTAs are a better value</a>
I typically stay with friends or family. I wouldn't use points for a hotel stay.	<b>Member Benefits</b>	Rewards members have a variety of options on how they can use their points beyond hotel stays. We have gift cards, charitable donations, you can even opt to earn airline miles instead of points.	<a href="#">Objection Video Clip- I don't need free nights</a>
I only travel during the holidays and I'm sure I can't use rewards points during high-demand times.	<b>No Black Out Dates</b>	There are no blackout dates to use your rewards points Mr. Green. With your email address, I can enroll you now so you can start earning points for your enrollment and stay.	<a href="#">Objection Video Clip- What about blackout dates</a>
No thanks, I'm not interested.	<b>Seasonal Promotion</b>	I understand, Mr. Webber, however, if you sign up now, we have (mention current promotion) Example: All you have to do is stay two more times before May 30th and you will receive a \$50 Best Western Gift Card.	<a href="#">Objection Video Clip- I'm not interested</a>