



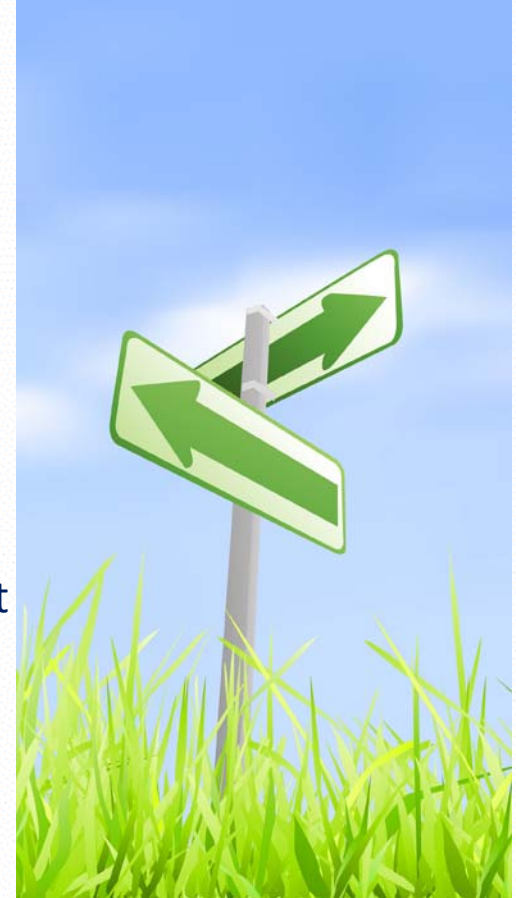
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# Yield Strategy Directive

## Protect and deliver budgeted occupancies

- Ensure competitive rates are available for booking in advance of a 14 day window.
- Build advance volume via Group/Conf/FIT segments. Target to convert 25% for all groups desk referrals.
- Focus on increasing base business at start of month. Target will be to achieve a minimum level of 55% occupancy at start of each month.



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# Pricing Policy Directive

## Clear rate strategy

- Communication to Reservations & Front Office.
- Benchmark against your 2 nominated competitors.*(i.e. – Novotel, Ramada, Thistle, Copthorne, Holiday Inn).*
  - \*\* Do not base pricing decisions on Premier Inn or Travelodge.
- Detailed pricing policy should include rate variance versus the competitors.



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# Internet/GDS Channels

## Ensure maximum availability on all distribution channels

Allocation should be fully maximised on the following extranets:-

Bookings.com  
Laterooms.com  
Lastminute.com  
Expedia.com  
CentralR.com  
Londontown.co (I-Res).

Audit Closeouts for your property.



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# Key Sales Directives

## Exhaust potential from existing clients through increased communication

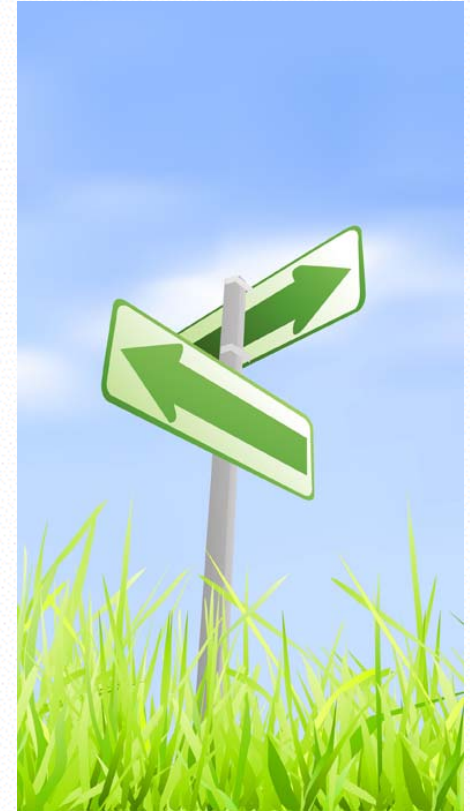
Secure a review meeting with all local corp's to discuss first 6 months productivity and outlook for next 6 months

Establish how they are trading and what their needs are for remainder of 2008

Key selling message is that Jurys Inns a "Value Brand" and able to assist during this trading environment

Seek 5 new contacts per company

To be adopted across all market segments, Local Corp, Global Corp, Leisure and Conference.



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# Key Sales Directives

## Targeting 4 Star Business

Identify via Hoteligence market share currently going to competitors properties

Calculate cost saving to client if this business was placed in Jurys Inns

Write letter to Procurement Manager, Finance Director or CEO demonstrating cost savings

Position Jurys Inns a “Value Brand”

Be tenacious !!



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