



Corporate Sales Initiatives

Initiative	Corp Or Leisure	Description	Targets
City Grid Project	Corporate New Business	<ul style="list-style-type: none"> • Split map of city / town into squares. • Each member of staff takes a square and walks that area to note all businesses. • Back at property, the member of staff researches each company using the internet to find out what they do. • Initial call made to find out their hotel requirements and who is the key booker. • The lead is then passed onto the Sales Manager. 	Complete within Aug 08
Loyalty Programmes 'Your Inn' 'Inn Business' 'Corporate Online'	Corporate Client Retention	<ul style="list-style-type: none"> • Once a week have a stand in the lobby or at client events where Corporate Online, Your Inn and Inn Business can be promoted. • Where possible members to be signed up then and there. 	Once a week (Monday check-in or Friday check out)
Internal Customer Relations Programme	Corporate Client Retention	<ul style="list-style-type: none"> • Weekly drinks in bar. • DMs to introduce regular guests to GM. 	5 leads per week



Corp Sales Initiatives (Cont.)

Initiative		Description	Targets
Long Stay Programme	Corporate New Business	<ul style="list-style-type: none"> • Relevant to project-lead cities. • Offer incentives to long-term guests such as spouse & kids stay free at the weekend, discounts on f&b etc. • GMs should meet these guests during the stay. • Marketing will forward template e-flyer. 	Complete by Mid-Aug 08
General Sales Referrals	Corporate New Business	<ul style="list-style-type: none"> • Rewards need to be in place. • Res team to trawl past records from all transient business for new leads. • Staff can refer from friends and families with their own businesses. • New employee's knowledge from previous job. 	10 leads per week
City Events	Corporate New Business	<ul style="list-style-type: none"> • Staff to find out who is involved with the entire run up to an event – exhibitors, press, etc. • Involvement from Sales Manager required here. • Attend the events to gain understanding of what they are about. • Build relationship with 'key people'. 	5 leads per week
Local Networks	Corporate New Business	<ul style="list-style-type: none"> • e.g. Chamber of Commerce. • What local business events do they organise e.g. speed networking events. 	1 per month
Short Term Strategies	Corporate Client Retention	<ul style="list-style-type: none"> • A list of these have been sent to all properties. 	



Corp Sales Initiatives (Cont.)

Initiative		Description	Targets
Local Press & Media	Corporate New Business	<ul style="list-style-type: none"> • Build on these relationships. • Call them with any new info / events. • Reader offers. • Press releases. • Advertisements. 	2 initiatives per month
Business Card Bowls	Corporate New Business	<ul style="list-style-type: none"> • Make the prizes more desirable. • One at each terminal. • Keep it fresh (weekly draw?) • Speed up check-in by offering to take business card and just ask for a signature. 	
Attacking Competitors	Corporate New Business	<ul style="list-style-type: none"> • Staff go for lunch. If they come back with a lead the receipt gets paid. • Conference board spotting. • Car park spotting. 	2 per week
Sponsorship of Local Meetings	Corporate Client Retention	<ul style="list-style-type: none"> • Try before you buy incentive. • Could encourage 4* business to switch. 	2 per month



Corp Sales Initiatives (Cont.)

Initiative		Description	Targets
Monthly Conference Incentives for Local Corporates	Corporate Client Retention	<ul style="list-style-type: none">• Rewards for Bookers.• Tactical DDR & 24 Hr Rates.• Match the competition.	2 initiatives per month
General Managers' Monthly Business Lunches	Corporate Client Retention	<ul style="list-style-type: none">• Invite good clients in on a monthly basis for lunch with GM.• Annual award?	Monthly
PA / Bookers Day	Corporate Client Retention	<ul style="list-style-type: none">• Have a themed day for local PA's and bookers.• e.g. beauty therapy, fortune tellers.	Quarterly



Corp Sales Initiatives (Cont.)

Initiative		Description	Targets
4 Star Market	Corporate New Business	<ul style="list-style-type: none">• Approach the 4* clients on an individual property level.• Take initiative to contact Finance Directors, Procurement Managers & CEOs.	10 per week



Leisure Sales Initiatives

Initiative		Description	Targets
Coach Spotting	Leisure New Business	<ul style="list-style-type: none">• All staff to report back any coaches they see in the area.• The name of the company should be send via text to the SM/GM mobile phone at property for this info to be passed on to Roisin Donnelly for follow up.	5 leads per week
Sporting Events	Leisure New Business	<ul style="list-style-type: none">• Investigate fan club sites / organisations.•Football & Rugby team fixtures – research team accommodation requirements.•School tournaments – accommodation for visiting team.•All local sporting venues – establish a list of events & research teams.•Staff to discuss their own sporting interests and find out if theirs are holding any events in the local area.	5 leads per week



Leisure Sales Initiatives (Cont.)

Initiative		Description	Targets
Universities	Leisure New Business	<ul style="list-style-type: none"> • Staff own contacts and knowledge of the local universities. • i.e. How do Friends and Family book, what sporting events / social events are organised by the uni, where employees stay. • Sales Managers to network with the University Ambassadors. 	5 leads per week
Associations	Leisure New Business	<ul style="list-style-type: none"> • UK Sales Office has purchased a database of associations. • Staff to have a 'telesales afternoon' where a script is used to source new leads. 	50 leads per week
Database Swapping	Leisure Client Retention	<ul style="list-style-type: none"> • Properties to swap databases between one another. • Contrasting locations. Eg – Brighton & Edinburgh, Nottingham and Glasgow. Dublin and Belfast. 	Complete by end of Aug 08
F&B Promotions	Leisure Client Retention	<ul style="list-style-type: none"> • An up-selling grid (Bingo!) to create a competition amongst f&b staff. • Free drink / btl of wine card on check-in (not a heavy sell). • Have a f&b sales champion on a weekly / monthly basis. 	5 initiatives per month



Leisure Sales Initiatives (Cont.)

Initiative		Description	Targets
Guest History Programme	Leisure Client Retention	<ul style="list-style-type: none">• Keep a thorough record of regular guest history.• Also staff to be aware so as to know preferences.• Acknowledge the company they work for – ‘talk shop’.• Colour coded vouchers / key cards for bar & restaurant to distinguish between new and regular guests.	
Invoicing	Leisure New Business	<ul style="list-style-type: none">• Accounts to include a flyers in invoices.	Daily
Corporate For Leisure	Leisure New Business	<ul style="list-style-type: none">• Cross-selling corporate & leisure.• Vouchers / flyers to be given to corporate guests for them to use at weekends in their own private time.	Daily Distribution
Showrounds	Leisure New Business	<ul style="list-style-type: none">• Sales Managers to conduct thorough training for all on showrounds.	ASAP