



**Salesforce - Operation SELL**



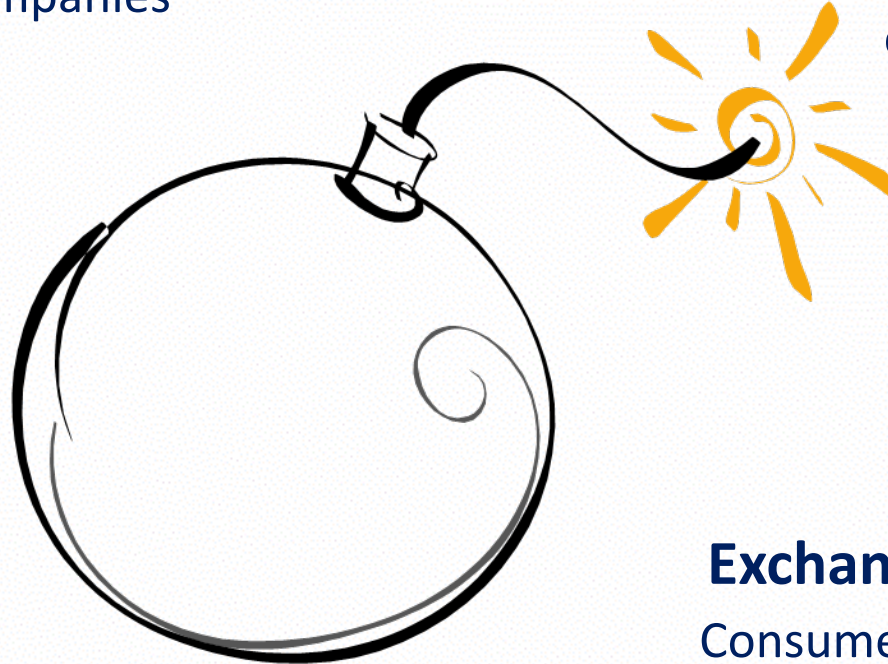
# Our business is under threat from...

## Global uncertainty.

Cost pressures on companies

## Oil Prices.

Increased costs for companies  
Less travel



## Credit Crunch.

Media Coverage  
Talk of recession

## Exchange Rates.

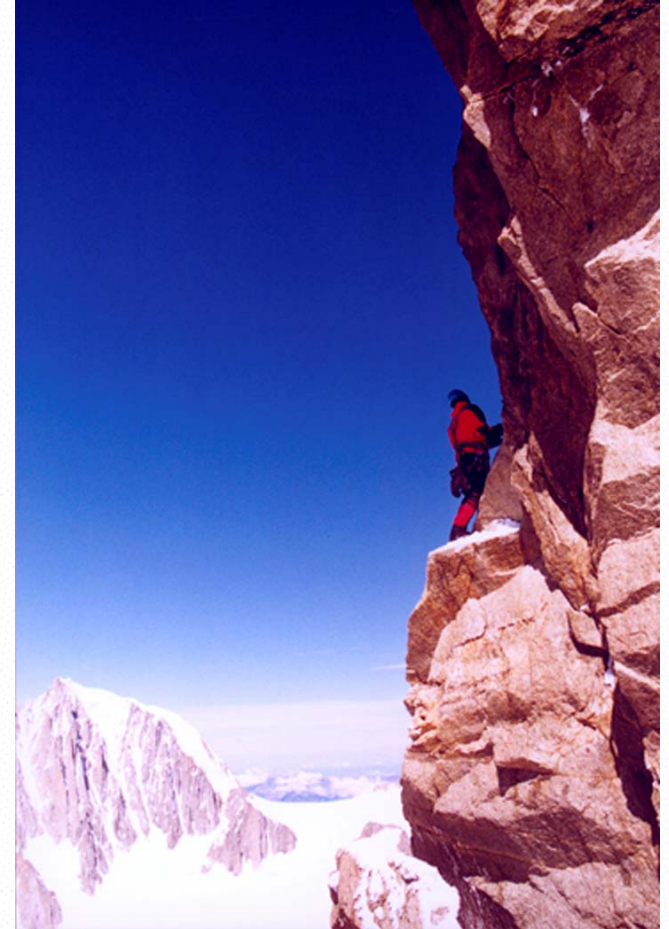
Consumer Spending  
Redundancies

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# Our Challenges

- Shorter lead-in time for reservations
- Less demand = inability to yield
- Rack Rate business more elusive
- Overall booking volumes down
- Reduction in average length of stay
- Rate dilution due to increased hotel bedroom supply



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# Your Target

**Generate £3m via  
Operation – SELL  
before 31<sup>st</sup> Dec 2008**

**Individual Inn Targets**

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# How Are We Going To Do This?

A permanent sales initiative that generates revenue and sales leads from all employees

Setting clear Sales and Revenue Directives for delivering budget

Empowering & rewarding our people who maximise revenue opportunities



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# Operation – SELL Strategy

CEO endorsed programme of implemented in every property

Initiatives for Client Retention and winning New Business in all market segments

Using the skills of all team members to generate sales & sales leads

Create a high energy, competitive inter-departmental atmosphere of selling.

Clear reward and recognition programme.



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# What's The Plan?

## Stage

## Where

## When Who

1. Full details of this initiative to be presented to all GMs & Sales Managers.	Jurys Inn Heathrow	July 17	Senior Mgmt Team
2. GM's & SM's to present to Heads of Departments.	Individual Properties	By July 21	GM's & SM's
2. Properties to send 2 x employees to "Train The Trainer" Sessions.	Dublin Manchester Croydon	July 23 July 24 July 25	Edward Gallier
4. Train Guest Service Staff, detailing actual on-the-job activity required including rewards.	Individual Properties	By July 31	Trainers
6. Initiative to be presented to new starters, detailing actual on-the-job activity required including rewards.	Individual Properties	Ongoing	Heads of Departments



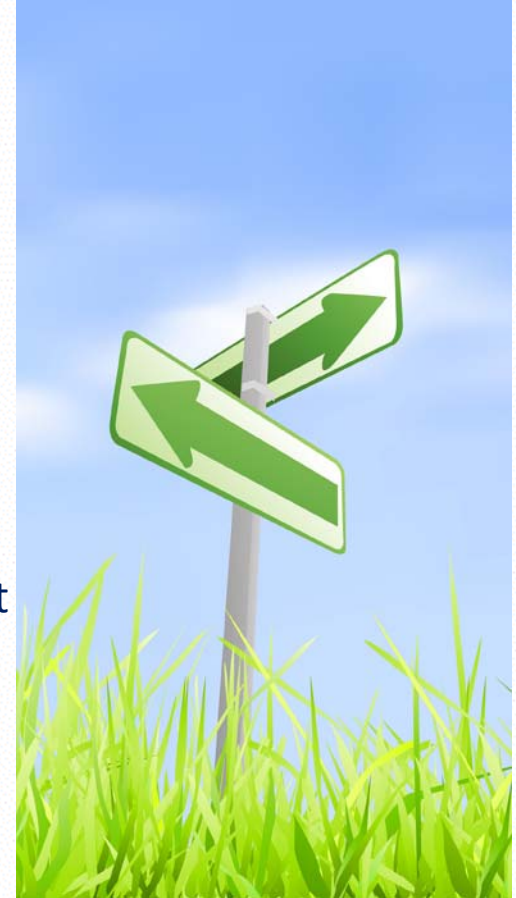
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# Yield Strategy Directive

## 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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# How it Works

Decide Which Initiatives You Are Going To Implement From  
The Data File

Assign a Champion Agent To Coordinate the Initiative

Record Activity on the Operation – SELL office wall planner

Track Activity Progress & Success

Record Revenue Gained on Operation – SELL staff room planner

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# Operation Communications

## **SALESFORCE** – Operation **SELL**



**Salesforce** Agents in the Field

Operation – SELL Targets

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# Ensure Every Agent Gets Involved

**Reservations** – Listen out for company names that are new or people attending events

**Front Desk** – Check arrivals report each day for new company names

**Meetings** – Ask questions about future events and other hotels they use

**Inntro & Innfusion** – Discreetly listen out for useful information

**Human Resources** – Debrief new recruits with new induction activity

**Accounts** – Insert flyers with invoices and ask about other venues used when speaking with clients

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# Operation Communications

A graphic with a golden-yellow background featuring a world map and radiating light rays. At the top, the word 'SALESFORCE' is written in large, bold, black, sans-serif capital letters. Below it, the text 'Operation - SELL' is enclosed in large, black, square brackets, with horizontal lines extending from the brackets. In the center, there are black silhouettes of eight people standing in a line. At the bottom of the graphic, the text 'make sure you complete your mission' is written in a smaller, black, sans-serif font.

**SALESFORCE**  
[ Operation - SELL ]

make sure you complete your mission

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# Sales Lead Data Collection

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Agent Details  
Name..... Department.....  
Date.....

**JURYS Inns** **Agent Sales Lead Report** **JURYS Inns**

Contact Name.....  
Company.....  
Key Contact Name.....  
Address.....  
Postcode..... Tel.....  
Email.....

<b>Extra Detail</b>	<b>Type of Business</b> Corp <input type="radio"/> {Accom} Leisure <input type="radio"/> {Accom} Meeting <input type="radio"/> Other <input type="radio"/> Usual hotel used?
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# Collecting New Sales Leads Data

Issue lead data forms to all departments

Team members enter lead data onto sales lead form

Forms posted in staff room sales lead box

Sales manager collects new leads and confirm data quality

Lead recorded with agents name for rewards later

Lead actioned by sales manager or champion agent

Progress /revenue generated monitored by sales manager.

Communicated on staff room wall planner & monthly HQ report

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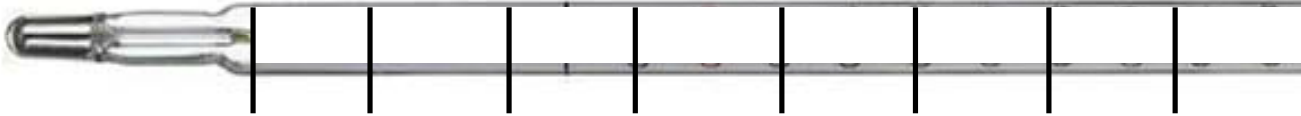
# Operation Communications

## **SALESFORCE** – Operation **SELL**

Total Mission Amount

Mission Amount This Month

Mission Amount To Date



**Salesforce** Champions

Top **Salesforce** Agents

Current Mission Rewards

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# Operation – SELL Champions Special Mission Training

- Identify a competent Operation – SELL Champions
- Champions trained to deliver a short briefing & training module to salesforce agents
- Champions used to support sales manager and general manager initiative activities

## Special Mission Training Dates

Dublin – 23<sup>rd</sup> July

Manchester – 24<sup>th</sup> July

Croydon – 25<sup>th</sup> July



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# Agent Rewards

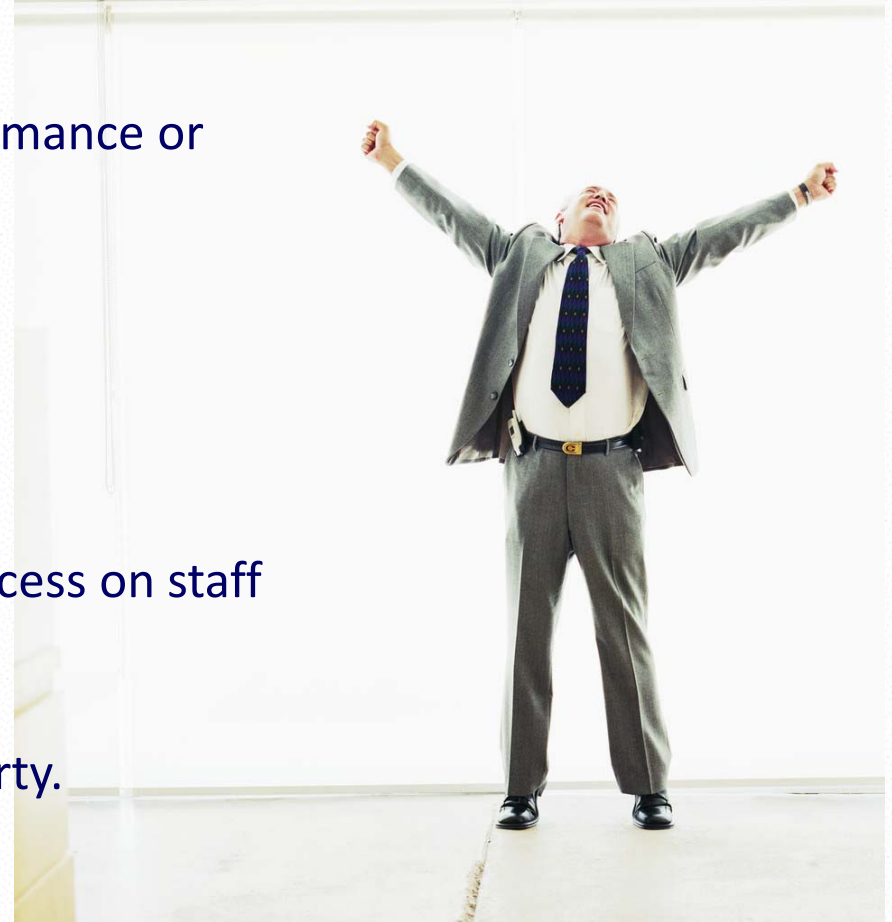
Weekly reward for best initiative performance or sales lead

Monthly reward for best idea/success

Prizes publicly awarded

Announcing winners and their idea/success on staff room wall chart

Annual prize for best performing property.



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