

SALES:

- Hands-On Sales Training
- Quarterly Power Sales Meetings to keep our teams energized and focused featuring renowned guest speaker Janie Wiltshire - www.janiewiltshire.com.
- Sales Blitz Coordination
- Identify Top Accounts and Top Account Management
- Stealing your Competitors Top Accounts
- Action Planning by Account
- Successful Saturation of Accounts
- Sales File System Implementation
- Professional Selling Skills Training Program
- Front Office and Reservation Capture Training Program - InnCrease
- Sales Meeting and Customized Sales Programs
- Sales Manuals/Procedure Guides Created
- Sales Department Audit Procedures Created
- Aligning of Sales Markets and Workflow Management
- Smarter Prospecting Ideas for Today's Business Climate
- Ongoing Management of Sales Processes
- Getting the GM on Board with Owning the Sales Process
- Getting the Most out of your Franchise Resources
- Time Management
- Sales Call Shopping Program Implementation
- Hotelligence Reporting
- Setup of Company Cross Sell Program
- Motivating the Sales Department
- Hiring the Right Salesperson

MARKETING:

- Customized Marketing Plans
- Competition Analysis
- Individual Advertising Campaigns
- Public Relations Plans
- Direct Mail Campaigns
- Frequent Customer/Guest Programs
- Personalized Hotel Videos
- Resources to Market during Need Times
- Getting the Most out of your Franchise Resources

REVENUE MANAGEMENT:

- Inventory Management Consulting
- Displacement Analysis
- Market Segment Analysis
- Competition Rate Positioning

- Website Consultation, Competitive Positioning and Marketing
- Workflow Management
- Revenue Management Meeting Analysis
- Analysis of Channel Distribution
- Introduction to TIMS

FRONT DESK REVENUE OPTIMIZATION

- Monthly shopping program implemented with front desk and sales departments to ensure more conversion of inquiries to bookings.
- Customized Call Shop Scenarios
- Detailed Sales Process Checklists
- Individual Call Shop detail with coaching suggestions
- Tape Recording of Calls
- 1-800 Immediate Feedback Recording
- On the spot phone coaching
- Monthly Comparative Trend Summaries outlining opportunities areas
- On Site Training
- Over the Telephone Conference Training

E-COMMERCE MANAGEMENT:

- Marketing Your Hotel on the Worldwide Web
- HOD Screen Analysis
- Hotel Collateral E-Commerce
- Shelving Negotiated Accounts Bookable to GDS