



SALES & MARKETING SERVICES

DIRECT SALES:

- Hands-On Sales Training
- Sales Blitz Coordination
- Identify Top Accounts and Top Account Management
- Stealing your Competitors Top Accounts
- Action Planning by Account
- Successful Saturation of Accounts
- Automated Account Management System
- Sales Skills Training Program
- Sales Manuals/Procedure Guides Created
- Sales Department Audit
- 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
- Hotelligence Reporting
- Company Cross Sell Program
- Motivating the Sales Department
- Hiring the Right Salesperson

MARKETING:

- Customized Marketing Plans
- Billboard/Interstate Coupon Guide Analysis
- Competition Analysis (Star Report)
- Advertising Campaigns catered to your market
- Public Relations Plans
- Personalized Hotel Videos
- Resources to Market during Need Times

REVENUE MANAGEMENT:

- Rate and Inventory Management Utilizing Brand Tools

- Displacement Analysis
- Market Segment Analysis
- Competition Rate Positioning
- Revenue Management Meeting Analysis
- Analysis of Channel Distribution

FRONT DESK REVENUE OPTIMIZATION

- Utilize Brand Transfer Program
- Customized Call Shop Scenarios
- Detailed Sales Process Checklists
- Individual Call Shop detail with coaching suggestions
- Tape Recording of Calls
- On the Spot Phone coaching
- On Site Training

E-COMMERCE AND SOCIAL MEDIA MANAGEMENT:

- Analysis of utilization of brand tools where applicable to maximize online and social media presence
- Systems developed to address online reputation of hotels
- Social Media Consultation
- Independent Website Consultation and Optimization
- Search Engine Optimization
- Pay Per Click Search Engine Marketing Campaigns
- OTA Consultation