# Sales Blitz

General Information - Sales Blitz using all the different departments in your hotel …front desk agents, housekeeping staff, food & beverage, etc. Anyone who would like to have a little fun canvassing the area for new business. Pair the "inexperienced" staff member with an experienced sales person, AGM, GM, etc. Smart clients recognize quickly that it is good to talk with line staff who are the folks who will be taking care of them. Let the staff member tell this potential client about the hotel and how "they" will take care of them if they come to your hotel. Eight teams of two can make 25 calls a day X 3 days = 600 personal calls. How much business will you find by accident? How much empathy will this staff member now have for what it takes to sell? How much better of a relationship will you now have with those departments and when was the last time the sales office made 600 personal calls? Where the blitzes fail is in the follow-up, so be ready for that. You can also conduct prospecting using part time or temporary employees (night audit can research).

1. Funeral Homes: Call on every funeral home in the area and meet with the director. Tell him/her that you have created a "travel agency" kind of program where you will give them 10% for every room night they send your way.

2. Churches, Synagogues, etc: Blitz these and you will find out about family reunions, church visitors needing sleeping rooms, retirement parties, wedding receptions and much more. Advertise in their bulletins (inexpensive); ask how you can help them and help yourself at the same time.

3. Parks and Recreation offices: Tournaments.

4. Schools: Colleges and high schools have tournaments, graduation, family weekends, events, etc. Many high schools will have a holiday tournament - business for when you need it the most.

5. National Hobbyists Associations: Go online or to a major library and they will have directories full of clubs, groups and associations. Do a phone blitz from 7pm-9pm for a week and have 2 people make these calls to club presidents. #1, they don't get calls like this so they are stunned - pleasantly; #2, these presidents and event coordinators are not professionals so they might welcome the help.

6. Courts, City Clerk, Sheriffs Department: Sequestered juries.

7. CVBs and Chambers: All those groups who are charged with building business for the community - go see them and ask what you can do to help them and yourself. They will work harder for those who work for them.

8. Rental Car Counters: Treat them as travel agents - but make a big deal of out bringing crisp new dollar bills to them at the end of every month for every customer they sent your way (use a simple referral form that the agent hands the customer and brings to your desk). As you are counting out these dollars for the rental car counter folks the other rental folks will want to know what is going on and how they can get in on this deal too!

9. Malls: Every store has at least one visiting manager every month and if only 25% of those managers stayed the night then the math would look like this . . . 50 stores in the mall X 25% X 1.5 als X $90 ADR X 12 mos = 225 roomnights or $20,250. Now, how many parties, meetings and more can this effort get you?

10. Economic Development Board: Get a list of new construction projects. You can then target construction companies or pre-opening teams for a store or office.

# The Competition

1. Vendors: Have lunch with your vendors to see what they know about the competition and their business.
2. Shop the Competition: See what they would do when it comes to discounting or negotiating. Both reservations and the sales office.
3. Web site: Pull up your competitors web site. Many will have a list of clients. Call those companies and ask who handles travel. Go on the web site of companies catering to colleges, facilities, churches, etc. See if they list local hotels. Call the company and ask to be added to the list. Identify types of companies that use you. Is it retail sales, health care workers, construction, high tech sales, etc? Front desk people can find this out. If you do not have a report do industry search online through the yellow pages. Contact companies within those industries.
4. Night Auditors: Invite night auditors (one on one) for breakfast once a month and have your night auditor join you. You want them to refer business when their hotel is full. Many times they will refer business to you when they are not even full because you take better care of them than their own hotel does.
5. Front Desk PM shift: Call on your competitors Front Desk staff. Send food over for referring business to you, especially when you know they are full for the night and you are not.
6. Sales Team: Entertain the competitions sales people often. You want overflow, referrals and you want to know what is going on.

# Your Team

1. Current Clients: Sit with them for lunch, breakfast, or dinner and ask them what you can do to earn more business. Who else is in their company (and even outside of their company) that you can talk to for business. Cement loyalty in the process.
2. Current Guests: Run a report and identify companies that stay with you. Look up numbers on the internet and ask who is in charge of the people traveling to the area. Ask how to be included on the list.
3. Lead Program for the Front Desk: Establish a lead program for the front desk by having them ask customers who they are with and who to contact to get other travelers to stay.
4. Your Own Staff: Call a general session meeting and addresses your need for their help in finding business. From family reunions to bowling banquets to untold numbers of things your staff can help you secure. Create the right incentive for their help.
5. Contact past clients: Research and contact "cancelled" clients.
6. Train your staff to sell: Every person in the hotel is a salesperson - train them!