

Remington Hotels
Request for Exception
to the SSG (Selective Selling Guidelines)

10-7-13

This process is to be used when Sales & Marketing (S&M) is seeking permission to override the Selective Selling Guidelines (SSG) for a specific group or contract piece of business. All exceptions to SSGs must be approved by Revenue Management (RM). These exceptions can no longer be approved at the hotel level. If a sales contract does not meet the SSG, an exception process with a series of potential escalations from Sales & Marketing to Revenue Management is possible. The process must be sequential starting with the Director of Sales (DOS) or General Manager (GM) requesting an exception from the Brand Revenue Manager (BRM). If denied, the exception request may be escalated up the chain of command. Escalation steps may be skipped if the necessary S&M or RM associates are unavailable due to vacation, having an open position or other reasons. The escalation process concludes with either:

- 1) An exception approval
- 2) S&M not escalating further
- 3) The EVP of Total Revenue (TR) rejecting the exception

Table 1 shows who from S&M should escalate to whom in Revenue Management.

Table 1: SSG Escalation Assignments from Sales & Marketing to Revenue Management

<u>Escalation Step</u>	<u>Escalation from Sales & Marketing Associate</u>	<u>Escalation to Revenue Management Associate</u>
1	DOS or GM	Brand Revenue Manager (BRM)
2	DVP of S&M	VP of RM
3	SVP of S&M	SVP of RM
4	EVP of S&M	EVP of TR

The requirements at each escalation step are the same. The Sales & Marketing associate must send an email to the Revenue Management associate with a copy to the "SSG Exception" email mailbox with the hotel name and "SSG Exception Request" in the subject line. The email must include the copy of the SSG violation alert and the reason why the S&M associate wants an exception. The S&M and RM associates may discuss over the phone or in person if necessary. Within the earlier of 24 hours or noon the following day of the S&M email request being sent, the Revenue Management associate will issue an approval or denial via email to the corresponding S&M associate with a copy to the "SSG Exception" email mailbox. If approved, no other explanation is required. If denied, the reason for the denial must be given within this email.

The "SSG Exception" email mailbox will serve as the repository for future process audits. All exception requests from S&M and all approval/denial responses from RM must be copied to the "SSG Exception" email mailbox. See Appendix A1 and A2 for sample email requests and responses from Marriott's CITY system. Similar screen shots from Delphi, Starwood's ISAC, IHG's system and Hyatt's system are expected in the initial exception request. If the exception is denied, S&M may decide to escalate to the next escalation step. An SSG exception report showing the hotel, client, escalation submission date(s) and RM response(s) will be created monthly by an RM associate and emailed to the SVPs of S&M, SVP of SM, EVP of S&M and EVP of TR by the 7th of every month.

Appendix A1 – Sample Approved SSG Exception Request

Sample Email from DOS to BRM:

Portsmouth Renaissance SSG Request - mmatz@ahltreit.com - Mail - Google Chrome

https://mail.google.com/mail/?ui=2&view=bt&ver=1pxvtf3u081z&search=inbox&th=14179e2cfdfebfd&cvid=8

Portsmouth Renaissance SSG Exception Request Inbox x

Arredondo, Gilbert <gilbertarredondo@remingtonhotels.com>
to me, SSG

10:56 AM (41 minutes ago)

Here is a group we would like to take but they need 99, and the system gave me 103. The group is a Sunday Afternoon, can we take?

The screenshot shows a Marriott sales system interface with the following sections:

- Navigation Bar:** Account Overview, One Yield (Sign In), TY/GPO.
- Quote Summary:**
 - Quote Details | Revenue Variance | Occasion: **Wedding** | Room Pool Availability
 - Quote ID: ORFPPT | M-19QLZ4H | Brook & Dale Wedding
 - Arrival Date: 12 OCT 2014
 - Send Pricing Record to CI:
- Price Results Table:**

Room Rate	Wt	Probability	Projected Revenue	Function	Total
Celling	150	63%	2,480		2,475
Room	114	99%	2,280		2,275
Floor	183	70%	2,050		2,075
- Profit Variance Table:**

Total Profit	2,393
Sleeping Room Threshold	860
Function Space Threshold	130
Total Quote Threshold	1,010
Profit Variance	1,383
- Additional Information Table:**

Comp Rooms	0
Ancillary Revenue	0
Rooms Commission	0
Additional cost per room	0
Catering Revenue / GRN	144
- Stay Details Table:**

Functions	Date	DOW	Sleeping Rooms	Projected Average Property Rate	% Occupancy without Quote	Available Rooms	Sq. Area Requested	Available FS %
+ 2 Functions	12 OCT 2014	SUN	10	103	32%	239	1,725	100%
0 Functions	13 OCT 2014	MON	10	106	47%	239	0	0%

Sample Approval Email from BRM to DOS:

Arredondo, Gilbert <gilbertarredondo@remingtonhotels.com>
to me, SSG

10:58 AM (9 minutes ago)

Approved, I will pass in the system, looks great.

Appendix A2 – Sample Denied SSG Exception Request

Sample Email from DOS to BRM:

San Antonio Marriott SSG Request - mmatz@ahtreit.com - Mail - Google Chrome
<https://mail.google.com/mail/?ui=2&view=btcp&ver=1pxvtfa3uo81z&search=inbox&th=14179ec36f63313b&cvid=9>

San Antonio Marriott SSG Exception Request

Arredondo, Gilbert <gilbertarredondo@remingtonhotels.com>
 to me, SSG

11:07 AM (34 minutes ago)

I would like to get this approved, I have a request for GOV rate for this group but the system didn't take it and gave me a higher rate than GOV, can we take? It is a week long project.

Property: SATPL Quote Number: M-19NMXXQ Quote Name: FAA Nov Room Block Quote Currency Code: USD

Quote Details: Revenue Variance, Displacement, Room Pool Availability

Get Recommendation Stand Pricing Record to CI

Room Rate	Win Probability	Projected Revenue	Room	Function	Total
Coding	117	63%	9,360	0	9,360
Resnd	114	66%	9,120	0	9,120
Fear	114	66%	9,120	0	9,120

Arrival Date: 18 NOV 2013

Profit Variance

Total Profit	7,280
Sleeping Room Threshold	7,280
Function Space Threshold	0
Total Quote Threshold	7,280
Profit Variance	0

Notices: RFR 0, DT: Thu Sep 26 18:15:59 EDT 2013, Threshold based on SR only.

Function Revenue

Room Rental	0
Food	0
Beverage	0
Audio Visual	0
Other	0
Miscellaneous	0
Labor	0
Total	0.00

Pricing Summary

SR displaced profit	0
Accelerator	0
Total recmd room rental	0
Transient Benchmark Rate	159

Additional Information

Comp Rooms	0
Ancillary Revenue	0
Rooms Commission	0
Additional cost per room	0
Catering Revenue / GRN	0

Government Group, In-Country Pricing, Maintain FS Assignments

Sample Denial Email from BRM to DOS:

Arredondo, Gilbert <gilbertarredondo@remingtonhotels.com>
 to me, SSG

11:08 AM (3 minutes ago)

Hello, we cannot take GOV that week since we are scheduled to sell out and our projections are showing we can get higher rated business from group or transient. But if their flexible, we can take it the 2 weeks before or the 2 weeks after.