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. <u>All</u> 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

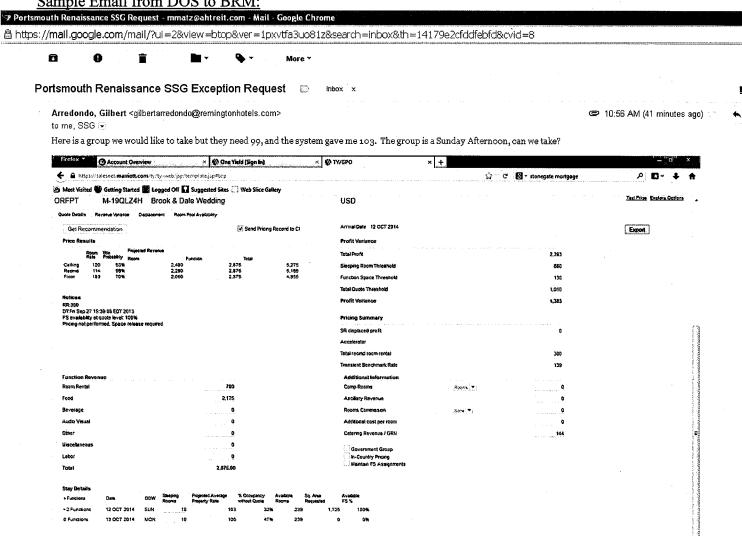
Escalation Step	Escalation from Sales & Marketing Associate	Escalation to Revenue Management Associate
1	DOS or GM	Brand Revenue Manager (BRM)
2	DVP of S&M	VP of RM
3	SVP of S&M	SVP of RM
4	EVP of S&M	EVP of TR

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:



Sample Approval Email from BRM to DOS:

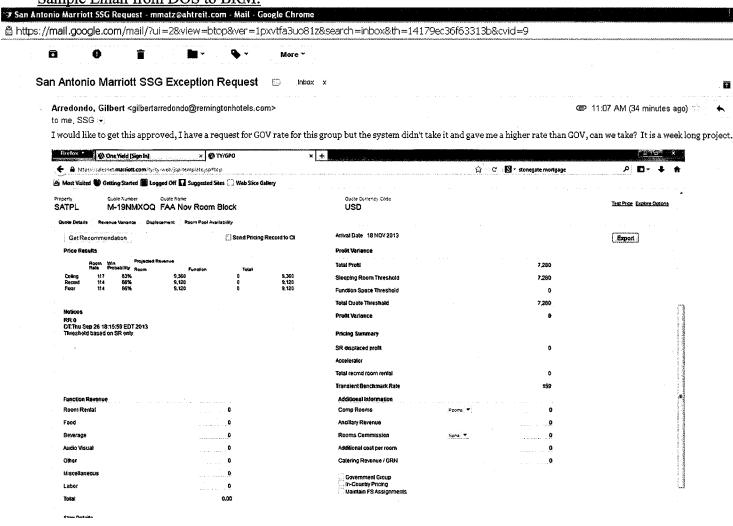
Arredondo, Gilbert <gilbertarredondo@remingtonhotels.com> to me, SSG 😽

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

10:58 AM (9 minutes ago)

Appendix A2 - Sample Denied SSG Exception Request

Sample Email from DOS to BRM:



Sample Denial Email from BRM to DOS:

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

☐ 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.