



# 2019 IBT Training Joining Forces

Project Business  
Account Development

# Joining Forces – Project Business/Account Development

## Project Case Studies:

Monica Lopez – Deloitte

Scott Phillips – KPMG

Tabitha Robinson – AWS

Joe Watson – Eli Lilly

Chris Claytor - ThoughtWorks

## Top Account Development:

Monica Lopez – Deloitte

Scott Phillips – Novartis

Tabitha Robinson – Raytheon

Joe Watson – Ernst & Young

Chris Claytor – United Health  
Group



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Monica Lopez

# Project Business - Case Studies

## Deloitte Consulting Business

Sales process and strategy:

- Searching Agency360 provided me with the direction of what pieces of business I needed to secure at my hotel
- Searched for information regarding the piece of business in the Business Journal, looking for contacts, location of contact, etc.
- Used my brand specific account overview to find the company and learn more about the business. I contacted the brand account manager to use as an ally. They sometimes have all the answers you need to get prepared.
- Sent hotel information and goodies to the Extended Stay Desk of my brand. Contacted each person individually with a flash drive of my hotel(s) which included pictures, contact information, etc.
- By reaching out to the account manager and extended stay desk, I received the Deloitte Project bid and won it!
- Invited them to send just one person to stay at the hotel to get the experience. This can be the decision maker, or traveler. They will more than likely report back.

# Project Business – Case Studies

- Set up a preferred rate for them at both of the properties because I learned they had 1-5 night stay travelers and 1-14 night stay travelers. This way they had the option to pick which hotel they wanted.
- They started with 4 travelers and now I have up to 8-10 at each hotel every week.
- 2019 ytd, Project has actualized over 1700 room nights
- Group started in October of 2018 and was only going to stay on this project until December of 2018. I received a call to extend for Q1 of 2019 and now until December 2019
- I continue to acknowledge the guests while they are in-house. My assistant will let me know which guests are back and who are the new guests. I provide them with a welcome card and a small goodie bag upon their first stay with us. For the guests that continue to come back each week, I have provided them with local finds, maps, dinner places, etc.
- And don't forget the main person who helped you originally book this project with you. They may have other business and if the current group is happy, they will be more than likely continue to work with you.



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Scott Phillips

# Project Business - Case Studies

## KPMG – Alcon Project

Uncovering this project

- KPMG has been working with Alcon for several years now.
- End of 2018/beginning of 2019, this KPMG project was scheduled to end as Novartis and Alcon separated. We started seeing less travel from this team and FWW did not receive any word from Hilton on a renewal for 2019-2020.
- Connecting with one of the travelers, I was able to uncover that this project would continue for 2 more years, and that the head of the project would be the main one coming to the area in order to save money on travel. RFP was sent out in Oct of 2018 for renewal
- Key qualification information/decision making factors
  - Location – Proximity to office and downtown location
  - Safety – Secure floors, location of property
  - Rate inclusions – cancellation policy, LRA

# Project Business - Case Studies

- Closing the business
  - Understanding the clients needs, and meeting their requirements.
  - Evaluating the value of this project to FWW.
  - KPMG – Alcon Project value for 2018 was \$73K. YTD KPMG Project is valued at \$26K
- Maintaining the account
  - Engagement with Amex GBT contact, Brand NSO, and in-house guests. Uncovered that travel would be down YOY with this project as the team lead tries to travel to the area so the rest of them don't have to, and saves the account money overall.
  - Project business leads to more business!
    - KPMG Project helped secure inclusion in KPMG's 2020 hotel program for both FWW and AHG.
  - Keeping all of the project business at FWW vs. Comp set
    - Executive floor access with Honors Status achieved through points promotions, fast tracking, and status match





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Tabitha Robinson

# Project Business - Case Studies

## AWS Team (Amazon Web Services)

The AWS team stayed with us for 2 weeks while working on winning the Jabil project (computing their files to a 'cloud') a very friendly FD agent handed out my business card and I was contacted to work with project manager. This specific project is spread over 24 months, with different teams traveling to the area, as needed. 4-7 guests Monday through Thursday.

Project Manager was very forthcoming with what he was looking for. He did not want to stay at a Jabil preferred hotel, needed LRA, wanted an on-property contact (didn't come right out ask but..) wanted lounge access and parking included.

# Project Business - Case Studies

- We were able to accommodate his team with most of his requests. We offered Fast Track & Status match to his team members, to get them Lounge access quicker (Diamond members only).
- YTD for 2019 – 326 room nights @\$134 ADR total revenue \$43,684.
- Over the past 7 months, I have offered numerous incentives to the AWS team.
- Fast Track & status match to 6 different travelers
- Hosted a Happy Hour with AWS team to meet face to face and to introduce them to some on property contacts including PM bartender and PM Front office supervisor for their after hour needs
- Points promotion – 1,000 points per night when staying on the AWS SRP
- Have helped with service recovery situations, so they know and trust my responses.



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Joe Watson

# Project Business - Case Studies

## Eli Lilly & Co (Elanco, Novartis) (3 year contract)

I was hosting a reception for the CWT Agents and Procure for Eli Lilly and spoke to the Europe Contact from Cork Ireland. She handles the Global Airline Contracts and Extended Stay Portion for BT 4+ nights

Key qualification information/decision making factors

Full Service Hotels, Transportation, Suites are not necessary as NA guest rooms are larger than international

AWS project value

In the beginning it was 8rms @ 14 nights = 112 rms = \$12,992 @ 12 months = \$155,904 per year minimum

# Project Business - Case Studies

## Things I do to maintain account

- Work with the GSO do you have a relationship?
- Monitor Lilly news, drug pipeline, acquisitions etc. to be informed and pro-active in managing the account
- Monitoring Arrivals on a weekly base to align with current negotiated rates
- sending Pre arrival emails to traveler's thanking them for their Loyalty
- Hands on service recovery, monitoring GSS feedback from their guests, etc.
- sending Rate Audit's back to insure compliance and duty of care (currently Tier 1 Preferred and "Best in Class" for 4 years.
- Participate in Quarterly, Mid year, and Annual Calls in person / tele conference
- Hosting Procurement Meal functions IE Receptions and Marriott Dinner's with brand in Indianapolis



# 2019 IBT Training Joining Forces

Chris Claytor

# Project Business - Case Studies

## ThoughtWorks

- Overview of the business
- 4 to 5 rooms a night with a mostly Sunday – Thursday pattern.
- A 52 week project, but according to the project lead, this could be 3 years.
- How this was uncovered
- Crain's (business periodical) and prospecting businesses in the area. The actual company that was contacted (HMS) was not in need, but mentioned that they had some consultants coming into the area for a long span of time. TW was currently at a Courtyard, but was very eager to explore other accommodations.



# Project Business - Case Studies

- Selling process/strategies you deployed to close this business
- Just listening to the client.
- Learning what were the hot buttons and budget. Mini fridges, good workout facility
- Rates under \$200. The client will be paying for the rooms, so she didn't want a rate at \$199, but didn't balk at the \$185. And with a Sunday and some Thursday night stays(shoulder days) it works nicely for DFW Marriott North.
- Not sure if you need this (and you already know this)... but also knowing your competition and sounding confident when quoting.
- **Keeping them happy** – following up on how their stay is. Taking the team out to dinner. Sending an evening amenity every once in a while (e.g. two cookies and milk). This will be their home for the next year, so making sure all is well.



# 2019 IBT Training Joining Forces

???Questions???

# Target Account Development - Brainstorming

- 5 Breakout teams facilitators:

Monica Lopez	Deloitte/Team #1
Joe Watson	Ernst & Young/Team #2
Scott Phillips	Novartis/Team #3
Tabitha Robinson	Raytheon/Team #4
Chris Claytor	United Health Group/Team #5

- Team facilitators will provide an account introduction/overview (5 minutes)
- Breakout team will share additional account information (5 minutes)
- Brainstorm to develop **3 to 4 key strategies** in developing the account for the Breakout hotels and all Remington hotels. Utilize the Account Brainstorm Question document. (20 minutes)
- Each team will present their strategies to the entire group (maximum 4 minutes each)

# Target Account Development – Breakout Teams

Account Development Brainstorming							
Account/Breakout #	Facilitator	Hotel Assignment	Salesperson	Account/Breakout #	Facilitator	Hotel Assignment	Salesperson
<b>Breakout #1</b>	Monica Lopez	NCY/NRI	Monica	<b>Breakout #4</b>	Tabitha Robinson	STP/TWH	Tabitha
<b>Deloitte</b>		SND	Kathryn	<b>Raytheon</b>		BCY	Kris
		BVH	Brett			CLK	Brianna
		BUC	Craig			LBV	Akbar
		ATI	Li Ou			NBH	Melinda
		HSC	Cheir			PBF	Klara
						ANS	Jaime
<b>Breakout #2</b>	Joe Watson	INC/MIN/ASH	Joe	<b>Breakout #5</b>	Chris Claytor	ITM/DMS/SLM	Chris
<b>Ernst &amp; Young</b>		HEI/REI	Laura	<b>United Health Group</b>		SLM	Andrew
		FRM	Khushnum			VES	Jennifer
		CSS	Alexis			PHH/PRI	Zabrina
		NYM	Patricia			HES	Mitchell
		WML/WCH	Chris			DES	Chasity
<b>Breakout #3</b>	Scott Phillips	FWW/AHG	Scott				
<b>Novartis</b>		PHL/PHA	Steven				
		PWE	Thierry				
		BBH	Cindy				
		WCY	Jovana				
		ANC	Brian				
		OMM	Gina				



# 2019 IBT Training Joining Forces

Monica Lopez – Deloitte & Touche LLP

# Target Account Development - Brainstorming

## Deloitte & Touche LLP

- Deloitte ranks among the nations leading firms in audit, tax, consulting, and financial advisory services
- Total Number of Global Travelers in 2019 is estimated at 66,000 for United States
- Estimated 2019 room night production per city(top 6, additional locations/rm. nts. on handout) – Total to the United States - 1,824,996 room nights
  - Chicago- 27,752
  - Indianapolis – 8,976
  - Columbus – 6,570
  - Minneapolis – 12,529
  - St. Louis – 8,000
  - Arlington, VA – 6,000
- Company Subsidiaries include: Deloitte Consulting, Deloitte Financial Advisory Services, & Deloitte Tax
- Preferred Travel Agencies: : Deloitte’s three dedicated BCD offices located in Jacksonville, Portland & Boise. They share one IATA # that rolls up to JAX.
  - BCD Travel – Jacksonville. FL # of Agents = 35
  - BCD Travel – Portland, OR # of Agents = 20
  - BCD Travel – Boise, ID# of Agents: 20
- Online Booking Tool used: Orbitz for Business with a 40% adoption rate

# Target Account Development - Brainstorming

## **Deloitte & Touche LLP**

- Average length of stay for BT is 3+ nights & longer for project related stays (Engagement Lodging)
- Points to Consider when pricing for Deloitte:
  1. Amenities - Comp HSIA is mandatory / LRA / 24 hour Cancellation
  2. Provide at least 67% of your Inventory with a bid rate
  3. Will not accept Early Departure Fees
  4. Net Non Commissionable rates offered and represent a significant discount from published rates
- For Extended stay business they have an agreement with Oakwood Apts. and will also use extended stay hotel brands

# Target Account Development - Brainstorming

Account development brainstorm

**Deloitte & Touche LLP**

- Hotels share additional qualification information
- Group to determine top 3 or 4 sales strategies to further develop account for all potential Remington hotels (use Google share doc to document these strategies)
- Each group will present the account overview and sales strategies developed (3 minute presentation)





# 2019 IBT Training Joining Forces

Joe Watson – Ernst & Young Team

# Target Account Development - Brainstorming

## E & Y

- **Subsidiaries:** Oakley Systems, Raytheon Polar Svc Co, Raytheon Sarcos, Raytheon Solipsys, Raytheon Intelligence & Info, Raytheon Missile Systems, Raytheon Network Centric Sys., JPS Communications, Inc., Digital Force Technologies, ForcePoint, Flight Options LLC, Photon Research Assoc Inc., Hawker Beechcraft Services
- **Online booking tool:** Concur -Raytheon calls it TravelSmart internally
- **Adoption Rate of the Booking Process (%) [TMC and/or Booking Tool]:** 91 %

<b>SAPP: General Account Overview: Profile:Ernst and Young LLP</b>		Last Update: 6/24/2019	
<b>Account Tier : GSO - US</b>		<b>Account Leader/Shared Account Leader</b>	
<b>Account Headquarters Information</b>			
<b>Account Address</b>			
<b>Address:</b>	5 Times Square	<b>Name:</b>	HWONG,LINDA
<b>City:</b>	New York	<b>Title:</b>	Global Account Executive
<b>State:</b>	NY	<b>Phone:</b>	703-680-2807
<b>Province:</b>		<b>Email:</b>	linda.hwong@marriott.com
<b>Country/Region</b>	US		
<b>Zip/Postal Code:</b>	10036-6530		
<b>Phone:</b>			

<https://extranet.marriott.com/gac/srw-sai-webapp-web/jsp/accountdetails/populate.action>

# Target Account Development - Brainstorming

E & Y

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## ***United States Locations & Rm Nts***

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**Please click on the location for further information on the location**

- |                         |                       |                        |                          |
|-------------------------|-----------------------|------------------------|--------------------------|
| 01) St. Louis - 6265    | 02) Chicago - 17500   | 03) Kansas City - 2000 | 04) South Bend - 1500    |
| 05) Des Moines - 780    | 06) Milwaukee - 2900  | 07) Metro DC - 14000   | 08) Charlotte NC - 4700  |
| 09) Baltimore MD - 2600 | 10) Raleigh NC - 2300 | 11) Richmond VA - 1500 | 12) Greensboro NC - 1200 |
| 13) Charleston WV - 500 | 14) Newark - 585      | 15) Detroit - 5000     | 16) Cleveland - 4000     |

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## ***International Locations & Rm Nts***

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**Please click on the location for further information on the location**

- |                    |                    |                      |                     |
|--------------------|--------------------|----------------------|---------------------|
| 01) Mumbai - 6563  | 02) Gurgaon - 2257 | 03) Bangalore - 2466 | 04) Shenzhen - 2204 |
| 05) Brisbane - 249 | 06) Sydney - 179   |                      |                     |

# Target Account Development - Brainstorming

E & Y

## Top BT Competitors(by Brand):

EY will be launching their 2018 RFP in 2 waves. The first wave is targeting hotels that maintain traditional Volume Producer pricing in critical EY markets. This decision was made to mitigate risk by maintaining only fixed pricing in high demand/low supply markets. A second wave will follow where hotels can elect to offer a static rate pricing approach or float (dynamic) discount greater than 16%. EY will continue their participation in GPP in 2018 at 15%. EY will continue to seek allotments with hotels in major markets to protect room availability during peak periods & retain standard inclusions as noted in the 2018 RFP invite and workbook communication. No more than 4 blackout dates/fair dates per year, to a maximum of a 2 week period in total. Goal to reduce response time & accountability to deadlines! Maximum: 1 round of rebids based on a single set of negotiations feedback!Hotel can elect to offer a static rate pricing approach or float (dynamic) discount

## How does the account make BT Buying Decisions:

ATTENTION!!! EY is offered a 15% Global Partner Program (GPP). At the heart of the agreement, EY will commit to revenue, share and room night targets. In exchange for these commitments EY will receive a minimum of 15% off of our benchmark corporate rates worldwide. Continue to add value to EY travelers with complimentary / reduced cost amenities (F&B Discounts,fitness center, bottled water, conference room usage, local phone calls, etc.). In 2018 EY is launching a hybrid program. The key objectives of this RFP are : Simplify the RFP process and introduce Dynamic Pricing, Maintain City Cap Rates and make them transparent, Convey to hoteliers that they must provide pricing below EY's City and Country Caps to be within EY's policy, Define sleeping room rate inclusion expectations, Reduce response time and accountability to deadlines. Hotel can elect to offer a static rate pricing approach or float (dynamic) discount greater than 16%

## Account Policies, Procedures and/or Mandates:

EY personnel must book through the an agency source or risk non-reimbursement. No fees for (Fitness/Health Club, Delivery of packages, local phone calls, WIFI). Rates must be LRA with open inventory. 100% of EY negotiated rates must include standard Internet and complimentary fitness center access option. 20% F&B Discounts at your outlets. Rates must be displayable in the GDS across all systems. Hotels to be CSR responsible. No early check out fee. No more than 4 blackout dates/fair dates per year, to a maximum of a 2 week in total. For all new solicitations, rates submitted to EY must include these mandatory requirements. Support of EY's objective to increase TMC compliance for hotel reservations is paramount and EY will request hotels to distribute communication at the front desk to those travelers who do not book through the OLBT. If you hotel exceeds set market cap, it will be marked as "out of policy" and float to bottom of the booking tool

## How does individual travelers make reservations?:

Individuals are required to use Amex when booking hotel reservations (unless dictated by the client to use their travel services). Amex will direct you to any hotel on the OLBT that is offering a rate lower than the market cap. If you choose to stay at a hotel that exceeds the market cap, Amex alerts the traveler and may suggest to move you to another hotel. Amex electronic invoice receipt now required for all hotel and air travel. Compliance management efforts have expanded internationally, preferred properties must be booked at negotiated rate, standard room pool are only allowed in the program and they are looking to establish city caps to manage overall hotel spend. Hotel can elect to offer a static rate pricing approach or float (dynamic) discount greater than 16%

## Mandatory Pricing Requirements:

Transient Criteria and Requirements: No early check out fee - No deposit for Corporate Net Rates - Guaranteed "no-walk" policy for EY employees - Complimentary standard Wi-Fi - Complimentary Fitness Center Access (where applicable) - Rates must be net of commission, non-commissionable - Requesting all hotels to submit rates in the local currency of their country - EY rates must contain no minimum length of stay requirements - Rates must be displayable in the GDS across all platforms - Hotels to be CSR responsible - No more than 4 blackout dates/fair dates per year, to a maximum of a 2 week period in total - Rates must be guaranteed through the contracted period specified in the RFP for EY and must be guaranteed against increase - Hotels must accept Company Credit Card (American Express) EY's designated corporate card

# Target Account Development - Brainstorming

E & Y

## Critical Considerations for Hotel Program:

EY strongly recommends inclusion of the following added values: 20% F&B Discounts at your outlets (for food and non-alcoholic drinks) - Bottled water, conference room usage, local phone calls, etc. - Allocations in high volume cities to ensure availability of the EY rate - There are value-added amenities that will make your bid more attractive: Complimentary Breakfast (continental, full or buffet) - Complimentary Shuttle service to the respective EY location/Airport - Complimentary parking on site (Self or Valet) - Business Lounge Access - EY Welcome Amenity (Fruit, Maps, Welcome letter from GM) - Late check-out

# Target Account Development - Brainstorming

E & Y

GPP Account:	Yes
GPP Percent %	15
Requires Commissionable:	No
Requires LRA:	Yes

	2019	2018	2017
Market Total Potential Revenue(USD):	100,000,000	100,000,000	100,000,000 USD
Market Total Potential Rm Nts:	450,000	450,000	450,000
Marriott BT Revenue:	15,000,000	15,000,000	95,000,000 USD
Total Marriott BT Rm Nts:	1,200,000	900,000	500,000
Estimated MI Share of Total Rm Nts:	68	74	33 %
Total Hotels in Preferred Program:	30,000	15,000	900
Total Marriotts in Preferred Program:	7,200	6,000	350
Preferred Program Share %:			%
Marriott Rewards Members (or %):	86	86	86 %

Marriott.com Cluster Code:	EYC
Does account directory list rates for all length of stay tiers?	No
Does account directory have a separate extended stay section?	No
Minimum discount required off of Fixed Corporate Rate:	16 %
Maximum number of Blackout Dates allowed:	14
Companies included in the RFP are:	
Hilton, Hyatt, IHG, Accor,Omni	
Pricing Vehicle (e.g., auction, centralized, website, 2-year, etc.):	
Centralized through MARRFP/GSO	

# Target Account Development - Brainstorming

E & Y

<b>Marriott.com Cluster Code:</b>	EYC
<b>Does account directory list rates for all length of stay tiers?</b>	No
<b>Does account directory have a separate extended stay section?</b>	No
<b>Minimum discount required off of Fixed Corporate Rate:</b>	16 %
<b>Maximum number of Blackout Dates allowed:</b>	14
<b>Companies included in the RFP are:</b> Hilton, Hyatt, IHG, Accor, Omni	
<b>Pricing Vehicle (e.g., auction, centralized, website, 2-year, etc.):</b> Centralized through MARRFP/GSO	

# Target Account Development - Brainstorming

E & Y

## PREFERRED AGENCY

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**Travel Agency 1 :** American Express - Core  
**% of Booking:** 59  
**GDS:** Sabre

**Travel Agency 2 :** CarlsonWagonLit  
**% of Booking:** 0  
**GDS:** Amadeus

**Travel Agency 3 :** HRG  
**% of Booking:** 0  
**GDS:**

**Travel Agency 4 :**  
**% of Booking:** 0  
**GDS:**



# Target Account Development - Brainstorming

E & Y

<u>Business And Spend</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>
<u>Average Length of Stay:</u>	<u>3</u>	<u>3</u>	<u>3</u>
<u>Est Ext Stay Total Spend:</u>	<u>0</u>	<u>0</u>	<u>0 USD</u>
<u>Est Ext Stay Total Rm Nts for next year:</u>	<u>0</u>	<u>0</u>	<u>0</u>

Source for estimated annual

<u>Marriott Ext Stay History</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>
<u>Marriott Ext Stay Revenue:</u>	29,000,000	29,000,000	USD
<u>Change from last year:</u>	3	3	0 %
<u>% of Total Revenue:</u>	85	85	0 %
<u>Total Marriott Ext Stay Rm Nts:</u>	160000	160000	0
<u>Share of Total Rm Nts (Marriott mix):</u>	0	0	0 %
<u>Share of Total Ext. Stay Rm Nts (Total Account):</u>	0	0	0 %

Intermediary Strategy:

Business Information

# Target Account Development - Brainstorming

E & Y

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## Pricing Vehicle (e.g., auction, centralized, website, 2-year, etc.):

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Centralized

## Online Booking Tool:

Amex

## Relocation Intermediary:

None - handled thru EY's Center for Mobility Svcs

## Adoption Rate of Booking Tool:

80%

## What is Majority of Extended Stay Needs?

Project Travel represents the largest extended-stay opportunity. For a copy of the Professional Services extended-stay toolkit with more detailed information, email [Kathleen.moglia@marriott.com](mailto:Kathleen.moglia@marriott.com)

## Business Overview - Extended Stay

### Organizational Structure for buying:

EY's projects are sourced through their centralized project desk, which is run by a specific team of AMEX agents. These agents previously worked at the AMEX office in San Antonio but now work remotely. Because of EY's internal travel policy that requires travelers to book through official channels in order to get reimbursed, the utilization of this project desk is high. Once the EY project desk receives an opportunity, they source it through Marriott's National Group Sales Extended-Stay Desk based in Omaha. These leads are handled by Holly Carlson ([Holly.Carlson@Marriott.com](mailto:Holly.Carlson@Marriott.com)).

### Marriott Solutions:

If you have not received a copy of the 2018 Professional Services Toolkit, which includes information on Accenture, Deloitte, EY, KPMG and PwC, email [kathleen.moglia@Marriott.com](mailto:kathleen.moglia@Marriott.com) to request the toolkit.

# Target Account Development - Brainstorming

E & Y

## Account Policies, Procedures and/or Mandates:

EY requires that their travelers book through one of the approved booking channels in order to get reimbursed for their stay. If a traveler does not book via the on-line tool or through AMEX, they risk losing out on reimbursement.

### INITIATIVE 1

**Initiative Name:** Identify new project & ES opportunities

**Responsible:** Kathleen Moglia

**Initiative Year:** 2018

**Action Plan for:** Country

**Revenue Stream:** Extended Stay

**If Revenue Stream  
Other:**

#### Initiative/Action:

Identify opportunities to grow project & relocation related business into the extended-stay brands.

#### Objective:

Identify opportunities to grow project & relocation related business into the extended-stay brands.

#### Results/Learnings:

#### Additional Comments:

If you have not received a copy of the 2017 Professional Services Toolkit, which includes information on Accenture, Deloitte, Ernst & Young, KPMG and PwC, email [Kathleen.Moglia@marriott.com](mailto:Kathleen.Moglia@marriott.com) to request the toolkit.

# Target Account Development - Brainstorming

Account development brainstorm

- Hotels share additional qualification information
- Group to determine top 3 or 4 sales strategies to further develop account for all potential Remington hotels (use Google share doc to document these strategies)
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# 2019 IBT Training Joining Forces

Scott Phillips – Novartis Team

# Target Account Development - Brainstorming

## Novartis

- Novartis is a publicly traded Swiss holding company that operates through the Novartis Group. Novartis owns, directly or indirectly, all companies worldwide that operate as subsidiaries of the Novartis Group. Novartis has grown year over year and now operates in 105 countries around the world, with more than 120,000 travelers. Novartis's businesses are divided into three operating divisions: Pharmaceuticals, Alcon (eye care) and Sandoz (generics). Novartis operates directly and through dozens of subsidiaries in countries around the world.
- **Subsidiaries:** Novartis Pharmaceuticals, Novartis Oncology, Sandoz, Alcon, Novartis Corporation, GSK oncology, Geneva Pharmaceuticals, Ciba Vision, ExLax Inc, NIBR, Fougera, Novartis Nutrition, Eon Labs, Hexal AG
- **Online booking tool: Get There Adoption Rate of the Booking Process (%) [TMC and/or Booking Tool]: 86 %**
- Novartis books about 45% of their reservations through the GDS.
- For preferred hotels, they book their preferred rates 40% of the time.
- They book 50% of their stays in full service and 50% in focused service hotels.
- Their average length of stay is 1.75 nights. Travelers mainly travel during the business week Monday – Thursday.

# Target Account Development – Brainstorming Continued

Key Factors for acceptance into hotel program include:

- Room availability guarantee (LRA) – **Talk to your DOS/Revenue Management**
- Minimal Blackout Dates
- Proximity to local offices – **see handout**
- Health, Safety, Security and Environmental policies – **key access only to guest rooms, etc.**
- Amenities & Services offered – **Breakfast, parking, Wi-Fi, etc.**
- Discounts on Amenities & Services not included in the rate - i.e. F&B discounts (10% in all outlets) if you can't include breakfast
- Strategies deployed in growing share:
  - Rate – LRA, competitive in market (A360)
    - Understanding your competitive set will help position your hotel for success. i.e: Rates in the market for 2018 were \$168-\$195 we had to take a step back in ADR \$8, but resulted in a win! YTD we are up \$40K in revenue.
    - We have also realigned our Preferred Rate seasons to better support our overall BAR strategy, while maintaining a rate integrity with our top accounts. This account allows up to 5 rate seasons
  - Engagement with in-house guests, travel agents, and Brand NSO
    - Understanding what's important to the traveler, and what will shift share.
  - Promotions – Points, Company of the Month, Status Match
    - Executing the action items discussed with the contacts above is key! **See handout**

# Target Account Development – Brainstorming Continued

## Account development brainstorm

- Hotels share additional qualification information
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# 2019 IBT Training Joining Forces

Tabitha Robinson - RAYTHEON TEAM!

# Target Account Development - Brainstorming

## Raytheon

- **Subsidiaries:** Oakley Systems, Raytheon Polar Svc Co, Raytheon Sarcos, Raytheon Solipsys, Raytheon Intelligence & Info, Raytheon Missile Systems, Raytheon Network Centric Sys., JPS Communications, Inc., Digital Force Technologies, ForcePoint, Flight Options LLC, Photon Research Assoc Inc., Hawker Beechcraft Services
- **Online booking tool:** Concur -Raytheon calls it TravelSmart internally
- **Adoption Rate of the Booking Process (%) [TMC and/or Booking Tool]:** 91 %
- Government per diem rate is always needed to be accepted into RFP.
- RFP is released in September right after the Government per diem rates are released. Raytheon does not like or appreciate rebids. Hotels that offer per diem & LRA are fast tracked for acceptance. Will review Upgrade pricing if offered at per diem or lower. Will not review DP offers.
- Amenities that will influence final decision – breakfast, HSIA, parking, waived early departure fee.
- Top 3 criteria:
  - Location
  - Rate being offered at or below Per Diem
  - Then ----> LRA, HSIA, Cancel policy, additional amenity inclusions.

# Target Account Development - Brainstorming

Account development brainstorm

- Hotels share additional qualification information
- Group to determine top 3 or 4 sales strategies to further develop account for all potential Remington hotels (use Google share doc to document these strategies)
- Each group will present the account overview and sales strategies developed (3 minute presentation)



# 2019 IBT Training Joining Forces

Chris Claytor – United Health Group

# Target Account Development - Brainstorming

## United Health Group – IATA# 14756254

- Estimated 2019 room night production per city –

Las Vegas - 8,733	Phoenix - 7,603
Houston - 4,325	Irving, TX - 2,786
Dallas - 2,682	Sugar Land, TX - 2,562
- Companies included in the RFP are: UnitedHealthcare, Catamaran, Optum, Insight, OptumHealth, Ingenix and OptumRX – there are also 18 other subsidiaries associated with UHG (see handout)
- BCD is the TMC/ consulting agency
- Online Booking Tool: Concur
- Adoption Rate of the Booking Process [TMC and/or Booking Tool]: 80 %
- UHG Corporate Hotel Directory is accessible worldwide via company's intranet. 56% compliancy and 61% are booked at the negotiated rate
- Hot Buttons – LRA, prefer HSIA over breakfast, Same day 6pm cancel policy
- Extended Stay / Project Team opportunities negotiated via AmEx

# Target Account Development - Brainstorming

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