

Business Travel Account Profile – User Guide

COMPANY/ACCOUNT INFORMATION			
Company name			
Contact name			
Contact title			
Address			
Telephone number			
E-Mail			
Company website address			
Sales Manager			
GENERAL INFORMATION			
	Qualifying question	Importance of question	Ways to ask question
<input type="checkbox"/> 1	What is the traveler profile- title, purpose of visiting area, division/department	<ul style="list-style-type: none"> • What they're looking for/purpose to benefit the company • Uncover additional business/departments • Is this one time or frequent 	<ul style="list-style-type: none"> • Your role in organization? • What brings you to area? • Who will be traveling?
<input type="checkbox"/> 2	What are the feeder cities- other office locations, where are travelers coming in from?	<ul style="list-style-type: none"> • Decisions as far as what hotel to use in your market might be made out of where the travelers are coming from. • Knowing where the travelers are based allows us to target these locations to further qualify, develop relationships with travelers, reservation makers and decision makers within these feeder city offices. • Uncover the division/departments within the organization that travel to your area. Allows you to zero in on the right channels that will drive the volume. 	<ul style="list-style-type: none"> • Where are the travelers coming in from? • What divisions/departments of the company are traveling to this location? • Who are the travelers (IE: sales people, HR, senior managers) and where are they based? • Office locations?
<input type="checkbox"/> 3	What is the room night volume- weekly/monthly/annual?	<ul style="list-style-type: none"> • Uncover volume? • Other hotels? • Do you have room for it? • Where is the impact? • 	<ul style="list-style-type: none"> • On average, how many travelers visit your office monthly? • How many days do they stay? • Weekly/Monthly
<input type="checkbox"/> 4	What is typical arrival day and length of stay?	<ul style="list-style-type: none"> • Helps map mix of sales • Rate/LOS Rate • Gives insight on the future of the account • Need dates • Benefit us? 	<ul style="list-style-type: none"> • Who/how many people are traveling? • Do they stay on the weekend? • Typical stay? Mon.,Tues.,Thurs.

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<input type="checkbox"/> 5	Additional travel needs- training, relocation, projects, recruiting, auditors	<ul style="list-style-type: none"> Promote Remington Hotels Help with group Uncover additional opportunities Referrals Avenues 	<ul style="list-style-type: none"> Do you have a training facility nearby? Is there new hire training? Employee training or customer training? What department or person handles consulting/auditing teams? Who is the person within the HR department that handles relocation, training, new hire training?
<input type="checkbox"/> 6	Other hotels used currently or in the past and rate	<ul style="list-style-type: none"> National v. Local > Great Qualifier Do your homework Leverage the account Other rates, groups, meetings, training, F&B Forecast Need times could lead to another account 	<ul style="list-style-type: none"> What other hotels are used in the area? Are certain brands used more than others? Does your company use different tiers of hotels? Limited service, extended stay, full service?
<input type="checkbox"/> 7	What is your room rate budget, city cap, pier diem? LRA/NLRA? Commissionable?	<ul style="list-style-type: none"> Identify account Help determine rate Seasonal Uncovering mandatory role parameters Evaluate profitability of business 	<ul style="list-style-type: none"> Is there a budget you are trying to be around/stay within? Is there a spending limit? Are there city hotel spend caps? Is this government per diem?
<input type="checkbox"/> 8	Buy Decision- what is most important to you and your travelers?	<ul style="list-style-type: none"> Show value Show interest Trust/Loyalty Avoid feature dumping Present clients with value offer Meeting their expectations 	<ul style="list-style-type: none"> What are your travelers accustomed to at their current property? What are your hot buttons? What has or hasn't worked for you in the past? How can we help make this successful?
<input type="checkbox"/> 9	Decision maker(s) and process of making decision on hotel usage	<ul style="list-style-type: none"> Making sure we are aware of decision makers, avoid time wasting. Sometimes decision makers are travelers, admins. 	<ul style="list-style-type: none"> Other than you, is there anyone else involved in the decision making or travel policy? When a traveler is planning their trip, how do they identify what hotel's to consider?
<input type="checkbox"/> 10	Does the company have a travel program policy?	<ul style="list-style-type: none"> Define expectations Surface any hot button expectations Allows you to understand objectives of the company and how you can benefit them. If there are policies that dictate hotel usage and method of making reservations- we need to understand in order to position our hotel correctly. 	<ul style="list-style-type: none"> Are there hotel usage requirements? Are these hotel usage policies enforced? If yes, how? Explain how the company travel policy impacts what hotels are used. How long has your policy been in place?
<input type="checkbox"/> 11	Is the use of preferred hotels mandated? Enforced?	<ul style="list-style-type: none"> Knowing if we are listed as preferred This will help us evaluate rate and set production thresholds. To set realistic production expectations 	<ul style="list-style-type: none"> Walk me through your travel booking process within your company Are travelers allowed to book at any hotel? Explain your hotel booking policies.
<input type="checkbox"/> 12	What is the compliance % to preferred hotels?	<ul style="list-style-type: none"> Understanding travelers behavior to know how much business To know what other hotels they work with 	<ul style="list-style-type: none"> Do you know what percentage of travelers use the preferred hotels vs non-preferred hotels? Share with me how many of your travelers use the preferred hotels What happens if your traveler books outside the list of preferred hotels?

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<input type="checkbox"/> 13	How are the reservations made- brand.com, travel agent, on-line booking tool, call hotel direct?	<ul style="list-style-type: none"> To understand clients behaviors, educating clients to understand how to track production Call direct – also opens relationships 	<ul style="list-style-type: none"> Help me understand your companies booking procedures How does the traveler search for and find preferred hotels in a given market?
<input type="checkbox"/> 14	Does the company use an online booking tool? If yes, name of online tool	<ul style="list-style-type: none"> To understand how we might be able to position our hotel within the booking tool to increase visibility. Allows us to identify volume of bookings made through each channel (direct, booking tool, agency) Knowing this will dictate where we might spend our time selling (IE: traveler, admin that uses the booking tool, agency if tool not used). 	<ul style="list-style-type: none"> Does your company use an online booking tool for travel? What is the booking tool name? Is there an agency/travel management company that supports your company in managing the use of the online booking tool? If yes, what is that TMC?
<input type="checkbox"/> 15	What is the compliance % to online booking tool for hotel bookings?	<ul style="list-style-type: none"> Visibility Where other reservations are coming through Understanding how reservations come in to hold them accountable and track production 	<ul style="list-style-type: none"> How are you making reservations? (Link, email, direct, etc.) What percentage of hotel bookings are made through the online booking tool? Is there a company goal for percentage use of online booking tool?
<input type="checkbox"/> 16	What is the Travel Management Company (TMC) of record?	<ul style="list-style-type: none"> Build Relationship Verify rate load Important to know if information is valid Length of stay Learn stay pattern 	<ul style="list-style-type: none"> Do you book through a travel company/agency? Do you have preferred rate loading information? What are all the services that the TMC provides? (IE: RFP process facilitation, online booking tool, credit card program, extended stay reservations, VIP desk, consulting to develop travel program/policies)
<input type="checkbox"/> 17	What is the % of hotel reservations made through travel agency?	<ul style="list-style-type: none"> Speaks to their compliance If booking through TA make sure rates are loaded properly and also ask if there is more than one agency 	<ul style="list-style-type: none"> Do you book all reservations through the travel company? How do your travelers make reservations? Are they mandated to use TA?
<input type="checkbox"/> 18	Are there hotel marketing opportunities available? If yes, what are they?	<ul style="list-style-type: none"> Exposure to generate more business The ability to capture more share Special rates are visible/promotions You need to know how to show 	<ul style="list-style-type: none"> Do you have a company intranet or travel website? Is there a way for me to get information to travelers How do your travelers see special rates? How can we complete a promotion and distribute to travelers and reservation makers? Does your company have a vendor fair?
<input type="checkbox"/> 19	Do you book Group Meetings / Events? What departments have groups/meetings and contact information?	<ul style="list-style-type: none"> Total Account Penetration Additional Revenue Solidify partnership commitment Brings additional revenue to the entire hotel and creates total accountability 	<ul style="list-style-type: none"> Do you have a meeting manager or department Where do you hold your holiday party? What other events/meeting do you plan throughout the year? Can you tell me what other departments have meetings/group?
<input type="checkbox"/> 20	What are your outbound travel needs for other cities- individual travel, groups? Remington cities?	<ul style="list-style-type: none"> Scouting for sister properties & creates strong relationships Provides a service to contact in assisting with outbound travel needs. 	<ul style="list-style-type: none"> Do you have travel needs outside of our city?

OTHER ACCOUNT INFORMATION			
	Other qualifying questions	Importance of question	Ways to ask question
<input type="checkbox"/> 21	<ul style="list-style-type: none"> Who signs the agreements? Who will attend during the site selection process? Do you have other contractors or subsidiaries that will be using this rate? What is your company's fiscal year? How important is the hotel loyalty program in the traveler's eyes? What has worked best for you in your previous hotel & what were your biggest challenges? 	<ul style="list-style-type: none"> Decision maker Who else has influence on the decision making Can help uncover more business This may effect multiple things – Rate Understanding where their business will hit us It tells you if they have a preferred brand, shows we care and think outside the box It tells you what to focus on Knowing if it is the right piece of business for your hotel 	<ul style="list-style-type: none"> So will you be signing the contract? Who do we address the contract to? When would you want to come for a site visit? Is there a huge low season to your company's travel season? Do your travelers have a favorite brand?