



Welcome!

IBT Sales Training call – February 22, 2019



- Accepted- Now What? (Drive Account Marketshare)
- Selling Tools
- Agency 360 – the Basics



Preferred Segment Stats – All Remington Hotels

The Preferred segment is critical to Remington's success!

2018 Combined Remington – Preferred Segment

Room Nights	815,957
Average Daily Rate	\$153.63
Revenue	\$125,353,092

- The Preferred segment produces 28% of the total weekday transient revenue
- The Preferred segment rate efficiency is 81.4%
- Is the 3rd highest transient rate category only behind Premium and Qualified Discounts (Premium \$188.84, Qualified Discount \$170.16)



Training Call Objective

- **Accepted- Now What? (Drive Account Marketshare)**

By the end of this session you will understand the selling avenues that will help you increase volume and grow share from your IBT accounts

- **Selling Tools**

By the end of this session you will learn about the available tools housed within the Remington Sales Department portal

- **Agency 360 – the Basics**

- Who is TravelClick and the tools they provide.
- The Global Distribution System (GDS).
- Agency 360 and how to use this database to know your hotel performance within the GDS and to identify key agency and account prospects.
- How to access and change your Competitive Set.
- Activate alerts in the Alert Subscription link.



Accepted – Now What? Drive Account Marketshare

Being accepted as a preferred hotel is just the beginning!

Accepted, Now What?

“Getting preferred status is often times the easy part... What are you doing to grow volume once you gain preferred status”?

*LaDonna Gerhart
EVP of Sales & Marketing
Remington Hotels*



Drive Account Marketshare

Selling avenues or channels

- Local Office
- Feeder Cities
- In-House
- Brand/National Sales
- Travel Management Company
- Corporate Travel Manager



Drive Account Marketshare

Local Office

- Are you educated on the company and their business?
- Network/map the account.
- Who are the travelers?
- Why are they visiting the local office?
- How are local hotels being communicated to travelers?
- Find local advocates and develop relationship.
- Marketing opportunities (newsletter, check stuffer, employee lunchroom, hotel restaurant specials/coupons).
- Who makes the hotel reservations?
- How are the hotel reservations made (through on-line booking tool, direct with hotel, travel agent)?



Drive Account Marketshare

Local Office

Learn about the account- continually update yourself on the accounts you have or are targeting. Never meet with a customer without having researched and/or updated yourself on their company, the health and dynamics of the customer's industry. Never ask a customer questions that can be answered simply by reviewing their website or picking up a newspaper.

A few potential research sources:

- a. The company's website*
- b. Business Journals*
- c. Other Remington sales managers*



Drive Account Marketshare

Feeder Cities

- Where are the travelers coming from?
- What department/division has the most travel?
- Use sister Remington Hotels to help penetrate account.
- Who makes the hotel reservations?
- How are the hotel reservations made (through on-line booking tool, direct with hotel, travel agent)?
- Ask the feeder city contacts to help you educate the travelers on your hotel?



Drive Account Marketshare

Feeder Cities

Know your Source/Main Feeder Market: Regardless of the size of your accounts, keep in mind that 80% of what comes into your hotel comes from, and is influenced by, the source/main feeder market...



Drive Account Marketshare

In-House

- Get to know the travelers- one of the best sources to educate you on the company.
- Purpose of travel (training, new hires, project, auditors, management meeting).
- Where do they live?
- How did they find out about your hotel?
- Who made their reservation?
- What other hotels in the area are on the preferred hotel list?
- How can they help you attract additional travelers to your hotel?



Drive Account Marketshare

In-House

Hotel Guest Receptions- Consider a hotel guest reception each quarter or on a monthly basis. Pick a day of week where your BT occupancy is the highest then host a “thank you” reception...

Lobby Ambassador Program- Work the lobby in the morning during the heaviest checkout periods for BT guests or evenings during the heaviest check-in periods... The club lounge is another venue to thank the guest for their business, learn about the preferences as well as gain referrals.

Incorporate in your action plans to do a training session with the front desk staff. Explain the importance of documenting the company name in the guest record for tracking purposes.



Drive Account Marketshare

Brand-National Sales

- Have you asked the national account manager what options you have to educate the travelers and influencers? Double point promotions, company intranet/travel website marketing of your hotel, company newsletter, travel fair.
- Learn the specifics of the companies travel policy- IE: on-line booking tool adoption, compliance to the travel policy, how the company enforces the use of preferred hotels.
- Uncover the agency of record and the key contacts.
- Develop a “plan of attack” with the national account manager.
- Joint sales calls and agency presentations.



Drive Account Marketshare

Brand-National Sales

Research the target accounts status with the brand. Is it a global account? Contact the global account manager for assistance with the account after you have done your homework... Schedule joint sales calls and agency presentations.



Drive Account Marketshare

Corporate Travel Manager

- Always work in tandem with your global/national sales manager.
- What marketing opportunities are available to help educate the travelers on your hotel?
- Understand the companies travel policy and initiatives.
- Find out the percentage of bookings through on-line booking tool, travel agent and direct to hotel.
- What is the compliance to using preferred hotels?
- How does the company enforce the use of preferred hotels?
- How many preferred hotels are selected in your market?
- What can we do to increase our share (remove a competitor from the preferred list, #1 choice hotel, etc.)?



Drive Account Marketshare

Travel Management Company

- Understand the role of the TMC as it relates to their support and services of the Company.
- Educate the agency contacts on your hotel, distance to local office, advantages vs. comp set.
- Uncover other hotels that are being used in your market and why.
- Learn about companies hotel/travel policy and enforcement of preferred hotel usage.
- View the GDS screen and on-line booking tool to make sure your hotel is available and obtain comp set hotel information.
- Develop relationship with account manager/lead agent, VIP desk and hotel desk.



- Accepted- Now What? (Drive Account Marketshare)

Do you have a better understanding of how to qualify and the different selling “avenues” you must pursue in order to Drive Marketshare from your accounts?



Selling Tools – Business Travel Account Profile



REMINGTON

The premier service provider to the hospitality industry.™

*see BT Account Profile and User Guide

Business Travel Account Profile

COMPANY/ACCOUNT INFORMATION

Company name	
Contact name	
Contact title	
Address	
Telephone number	
E-Mail	
Company website address	
Sales Manager	

<input type="checkbox"/>	What is the compliance % to online booking tool for hotel bookings?	
<input type="checkbox"/>	What is the Travel Management Company (TMC) of record?	
<input type="checkbox"/>	What is the % of hotel reservations made through travel agency?	
<input type="checkbox"/>	Are there hotel marketing opportunities available? If yes, what are they?	
<input type="checkbox"/>	What is your room rate budget? pier diem? LRA/NLRA? Commission?	
<input type="checkbox"/>	What are your travel needs for other cities- Remington cities?	
<input type="checkbox"/>	Do you book Group Meetings / Events? What departments have groups/meetings and contact information?	

GENERAL INFORMATION

<input type="checkbox"/>	What is the traveler profile- title, purpose of visiting area, division/department	
<input type="checkbox"/>	What are the feeder cities- other office locations, where are travelers coming in from?	
<input type="checkbox"/>	What is the room night volume- weekly/monthly/annual?	
<input type="checkbox"/>	What is typical arrival day and length of stay?	
<input type="checkbox"/>	Additional travel needs- training, relocation, projects, recruiting, auditors	
<input type="checkbox"/>	Other hotels used currently or in the past and rate	
<input type="checkbox"/>	What is your room rate budget, city cap, pier diem? LRA/NLRA? Commission?	
<input type="checkbox"/>	Buy Decision- what is most important to you and your travelers?	
<input type="checkbox"/>	Decision maker(s) and process of making decision on hotel usage	
<input type="checkbox"/>	Does the company have a travel program policy?	
<input type="checkbox"/>	Is the use of preferred hotels mandated?	
<input type="checkbox"/>	What is the compliance % to preferred hotels?	
<input type="checkbox"/>	How are the reservations made- brand.com, travel agent, on-line booking tool, call hotel direct?	
<input type="checkbox"/>	Does the company use an online booking tool? If yes, name of online tool	

OTHER ACCOUNT INFORMATION

<input type="checkbox"/>		
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Selling Tools - Sales Portal



Visit Remingtonhotels.com
At the very bottom of the page select Portal.

The screenshot shows the top navigation bar of the Remington Hotels website. It includes the Remington logo, a search bar, and social media icons for Facebook and LinkedIn. The main navigation menu contains links for COMPANY, SERVICES, PROPERTIES, NEWS, CAREERS, and CONTACT. Below the navigation is a large image of a hotel lobby with a brown sofa and a coffee table. The text "BEVERLY HILLS MARRIOTT" is visible in the bottom right corner of the image. At the bottom of the page, there is a row of logos for various hotel brands: COURTYARD Marriott, Residence Inn Marriott, SPRINGHILL SUITES Marriott, FAIRFIELD INN & SUITES Marriott, Hampton Inn, CROWNE PLAZA HOTELS & RESORTS, and RENAISSANCE HOTELS. In the footer, there are links for Overview, Portfolio, Privacy Policy, Portal, and Site Map. A red arrow points to the "Portal" link. The footer also contains contact information for Remington Hotels and website design credits.



Selling Tools - Sales Portal



User Name: Remington Email Address
Password: Remington Email Address Password

*Please contact Remington IT if you need assistance with your password helpdesk@remingtonhotels.com or 877-797-4736



REMINGTON

Sign in with your primary (@remingtonhotels.com) email address and password OR RNET domain login with first initial and last name (eg. RNET\FLastname)

Sign in

© 2013 Microsoft Home Help

REMINGTON



Selling Tools - Sales Portal



Remington Departments > Sales

REMINGTON
PORTAL

IT SUPPORT

REMINGTON
NEWS

REMINGTON
DEPARTMENTS

REMINGTON
EVENTS

LOGOUT

ACCOUNTING

FOOD AND BEVERAGE

HUMAN RESOURCES

IT

LEGAL

OPERATIONS

PROJECT MANAGEMENT

REVENUE MGMT AND ECOMMERCE

SALES



Selling Tools - Sales Portal



Remington Departments > Sales

Use the scroll on the right side of the screen to navigate through the information

REMINGTON PORTAL

- IT SUPPORT
- REMINGTON NEWS
- REMINGTON DEPARTMENTS
- REMINGTON EVENTS LOGOUT

ACCOUNTING
 FOOD AND BEVERAGE
 HUMAN RESOURCES
 IT
 LEGAL
 OPERATIONS
 PROJECT MANAGEMENT
 REVENUE MGMT AND ECOMMERCE
 SALES

Home > Sales

SALES

Purpose: To ensure all Sales Associates are acclimated to the requirements, expectations, processes, & procedures of the Remington Sales Department
 User(s): Directors & Managers
 Route to Upon Completion: Varies, please see your DVP of Sales

Click on the links below to access the following documents:

- Leadership Conference Sales Presentation
 - Sales Presentation

Upcoming Events

- DOS/GM Leadership Training
 - Sugarland Marriott
 - May 25-26, 2016
- Q1 DOSM Conference Call
 - April 22, 2016
 - 3:00pm - 4:00pm CST
- Pinnacle 2 IBT Training
 - The Ashton Hotel

HELP DESK: 877-797-4736

e: 972-980-2700



Selling Tools – Remington Portal



Training Call Objective

- **Agency 360 – the Basics**

- Who is TravelClick and the tools they provide?
- The Global Distribution System (GDS).
- Agency 360 and how to use this database to know your hotel performance within the GDS and to identify key agency and account prospects.
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Agency 360 – the Basics



Agency 360 – the Basics

- **What is TravelClick?**

TravelClick provides solutions for hotels in 3 areas: travel marketing, reservations and business intelligence. The Business Intelligence Solutions is the product that Remington subscribes to and provides the Agency 360, Demand 360 and Rate 360 information.

TravelClick collects 100% of worldwide travel agent bookings through all four Global Distribution Systems (GDS). On a monthly basis, more than 5 million GDS bookings from over 80,000 agencies around the globe is pulled into TravelClicks system.

- **Agency 360-** gives you access to a comprehensive database of agency bookings on the market. This data helps you understand the performance of your hotel and your competitive set.

- Access to proprietary travel agent data and bookings collected from all four global distribution systems
- Easy-to-understand reports
- Advanced information filtering capabilities
- Future, current and past bookings

- **What is the Global Distribution System (GDS)?**

Global Distribution Systems (GDS) – A system containing information about availability, prices and related services for airlines, car rental companies, hotel companies, rail companies, etc. and through which reservations can be made and tickets can be issued. A GDS makes some or all of these functions available to subscribing travel agents, booking engines and airlines. The GDS's are Amadeus, Galileo, Sabre, and Worldspan.



Agency 360 – the Basics

There are seven sections (“tabs”) in Agency 360. They are:

1. Overview
2. Performance Trends
3. Pace
4. Booking Calendar
5. Agency Targeting
6. Competitor Intelligence
7. Popular Reports



Agency 360 – the Basics

- 1. Overview-** The overview tab provides a global view of the key metrics including revenue penetration, YOY revenue/room nights/ADR growth, future bookings penetration and change, as well as top agency opportunities/supporters/top market agencies. The Overview tab is a good place to see where the opportunities with agency penetration might be and where you might want to dig a little deeper.
- 2. Performance Trends-** the performance trend tab shows the trailing 12 months and the performance relative to your competitive set in revenue, room nights, ADR, and GDS occupancy. This screen also shows the revenue and room night penetration.
- 3. Pace-** the pace tab provides future booking performance for up to a 13 stay week period. This page allows you to sort by weekend or weekday, choose a stay period in the future and measure by revenue or room nights. Some of this information can also be found in the Demand 360 tool where you can sort by business segment (IE: negotiated/preferred).
- 4. Booking Calendar-** the booking calendar shows revenue penetration and changes from the prior week. The future look is for a 3 month window.



Agency 360 – the Basics

- 5. Agency Targeting-** agency targeting is the most important section within Agency 360 from a proactive selling standpoint. This database of agencies is to be used to identify, research and create a target list of top agency/account prospects. Our expectation of all of you is that you will be an expert on using the Agency Targeting tab to sort, search, research and identify the target agencies that you will use in your prospecting efforts.
- 6. Competitor Intelligence-** the competitor intelligence tab provides information on your hotel compared to the competitive set. There are many options to sort the historical “time period”- including MTD, YTD, last month, last quarter, trailing 12 months. You will find penetration information as well as a comparison of performance in ADR, lead time. Length of stay, revenue, revenue growth and room night growth.
- 7. Popular Reports-** review additional popular reports accessible through this page.



Agency 360 – the Basics

Live on A360