



Local Account Selling

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Local Negotiated Accounts – Remington Facts

- 20% of the total number of preferred accounts are LNR's
- 275,000 room nights in the preferred segment last year were LNRs
- 36% of Remington's Total Preferred Roomnights are from LNR's
- Secretary's Club/Ambassador Rates/Local Rates account for 31,000 total room nights in 2018 (11% of LNR production)

Prospecting – Brainstorming Exercise

- 5-7 minutes to work as a group
- Create a list of prospecting ideas for local selling
- Include unique ideas even if you feel it may be specific to your market.
- Team lead will share ideas with the room
- Do not repeat ideas that have already been shared

Prospecting – Where Does The Hunt Begin?

- Zoom Info
- Agency 360
- Business Journals
- Daily Arrival Reports
- Lobby Ambassador
- Concierge Lounge
- Blitzing
- Cold Calling
- Google
- Trade Shows
- Local GBTA Groups
- LinkedIn
- SFA
- Newspaper
- IN house leads / guest survey
- Get to know your Business Development Manager/Economic Development/Town Auditor
- Follow Hotel Shuttle
- Have Breakfast in Competitor Lobby
- Keep in touch with your counterparts at competitor hotels
- Chamber of Commerce
- Readerboards
- Adopt-A-Hotel program
- Vendors
- Local UPS driver
- Other Remington Hotels – Collaborate
- CVB
- Social Media

Planning Outside Sales Blitz

Who

- Best Practice min of 4 people with teams of two people works well.
- Team up by specialty
- What will your focus be?

Where

- Create a map of the area and divide into territories.
- Create a list of accounts you want each team to visit within their territory.
- Understand the business potential prior. Is this a current account? New?

Outside Sales Blitz

What

- Ensure that your sales blitz has a specific theme or message . ie: newly renovated hotel, new Director of Sales etc...
- Have collateral and logoed items prepared that coordinate with your sales blitz message

...Then What

- Following up with every person encountered during the sales blitz is extremely important for making future sales.
- Consider sending out a thank you card after the sales blitz
- Save the Dates for upcoming client event

BT Account Profile

- General Company and Key Contact Information
- Decision Making Process
- Business Potential
- Customer Needs/Possible Objections
- Competitor Information
- Networking Information
- Potential References

Contracting & Managing Local Accounts

- Local Preferred Rate Agreements
- LRA & NLRA
- Premium Room Categories
- Seasonality
- Black out Dates/Black out Rates
- Quarterly Account Reviews
- Rate Audits
- Ambassador/Local Corporate Rate Plans