

# SATURATION PLAN

Name of Organization (Saturating the market)	Who to Contact (Penetrating an Account)	Usual Type of Incoming Travel (What to ask about)	General Qualifying Questions
<b>Clubs &amp; Associations:</b> Elks Club, Lions Club VFW, Automobile Dealers, Construction Industry Manufacturers	Director or President	Annual meetings, special events, outside chapter visitors	<ol style="list-style-type: none"> <li>1. Do you rent out your facility for outside events such as weddings, anniversaries, etc.? If so, may I have a list of those events?</li> <li>2. What type and when are your conventions?</li> <li>3. What types of special events do you have?</li> <li>4. Who else can I speak to that would handle other legions with lodging needs?</li> <li>5. When your baseball team travels (American Legion) where do they stay overnight? What rate are they paying?</li> <li>6. Do you host any tournaments where teams are coming to town?</li> <li>7. Where do you hold state meetings for legion commanders?</li> </ol>
<b>Schools:</b> Colleges/Universities, High Schools  <b>Schools</b>	Athletic Director  Dean's Office  Alumni Director  Fine Arts Director  Administrative Office  Special Events Director  Admissions  Recruitment  Research	Visiting athletic teams  New professors, recruiting speakers  Reunions, special events  Performers, stage crews, recruiters  Relocation of professors, speakers, auditors, seminar speakers, homecoming, parents'  weekend, class reunions, cap and gown reps, jewelry reps  Homecoming, reunions, concerts, etc.  Visiting families, new students  Visiting companies, corporations, etc.  Visiting professors, scientists,	<ol style="list-style-type: none"> <li>1. <b>Placement Office:</b> <ol style="list-style-type: none"> <li>a. Can I get a list of the recruiters that recruit on campus?</li> </ol> </li> <li>2. <b>Enrollment Services:</b> <ol style="list-style-type: none"> <li>a. What high schools do you go to in order to recruit students?</li> <li>b. Who books their rooms for the trips?</li> <li>c. Can you give our information to parents that are planning to visit the campus?</li> </ol> </li> <li>3. <b>Athletic Department:</b> <ol style="list-style-type: none"> <li>a. Can I have schedules of all the sports and a list of the respective coaches?</li> <li>b. Where do coaches go to recruit athletes and who books the rooms?</li> <li>c. Who books the cheerleaders rooms?</li> </ol> </li> <li>4. <b>Music Department:</b> <ol style="list-style-type: none"> <li>a. Do you host or attend any band or choir competitions?</li> <li>b. Do you have an annual band or choir tour?</li> </ol> </li> <li>5. <b>Housing Department:</b> <ol style="list-style-type: none"> <li>a. Do you have needs for temporary housing for students?</li> </ol> </li> </ol> <p><b>General Questions for these department:</b></p> <ol style="list-style-type: none"> <li>1. Does your department travel for recruiting/meetings or host meetings?</li> </ol>



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	Communications Industrial Relations Manufacturing Agriculture Dept. Community Development/PR		
<u>Hospitals/Medical Complexes/Sport Medicine Hospitals</u>	Administrative Offices  Admissions  Purchasing  Training Department	Recruitment of new physicians and nurses, affiliate auditors, inspectors, visiting affiliate physicians, state inspectors  Visiting out-of-town families and relatives  Pharmaceutical reps and salespeople  Special seminar attendees, students, new employees	<b>1. Administration:</b> <ol style="list-style-type: none"> <li>May I obtain a list of your departments?</li> <li>Do you have plans for expansion? Have you identified a contractor?</li> <li>Do you have specialty units?</li> <li>Where do people stay when they are in town for an interview?</li> </ol> <b>1. Training Department:</b> <ol style="list-style-type: none"> <li>Do you host training seminars or clinics? Can we obtain a schedule?</li> <li>Where do people stay when they are in town for training?</li> </ol> <b>2. Purchasing:</b> <ol style="list-style-type: none"> <li>Do you have pharmaceutical reps and medical equipment reps visiting?</li> </ol> <b>3. Admissions:</b> <ol style="list-style-type: none"> <li>Where do families stay when family members are in the hospital?</li> </ol>
<u>Government</u>	Department of Administration  Department of Agriculture, Trade Consumer Protection Deputy Chief of Research,	Varies	<b>1. Government:</b> <ol style="list-style-type: none"> <li>What cities do agency reps travel to?</li> <li>Where are your regional/satellite offices? Do you have a list of directors at those satellite offices?</li> <li>Who are your department contacts? What is your per diem?</li> <li>How many roomnights did you use last year?</li> <li>May I have a qualifying list? Can we get on the</li> </ol>

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<b><u>Government</u></b>	Development & Acquisitions  Asst. Chief of Staff Intelligence  Chief, National Guard Bureau  Chief of Staff, Air National Guard  Academy  Inspection & Safety Officers  Recruiting Offices  Comptroller  Director of Engineering  Director of Ops  Director of Plans and Programs  Protocol Officer		<p>qualifying list of hotels that your employees are approved to stay in while on business?</p> <p>f. May I have a schedule of exams/certifications that you host?</p> <p>g. Do you host small meetings here or at satellite offices?</p> <p>h. Where do people stay when they come in for interviews?</p> <p>i. Where do you accommodate people that are relocated here while they are looking for a place to live?</p> <p>2. <b>National Guard:</b></p> <p>a. How much is your government per diem?</p> <p>b. What type of on-going training do you have?</p> <p>c. Do you need transportation?</p> <p>d. What is your policy for staying off base?</p> <p>e. Where do the visiting families of reservists stay?</p> <p>f. What are your routes for convoys?</p> <p>3. <b>Military Recruiters:</b></p> <p>a. Where are your current commanders staying?</p> <p>b. Where do your recruits currently stay when receiving physicals, etc.?</p> <p>c. Do you participate in any career fairs?</p>

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<b><u>Convention and Visitors Bureau/Chamber of Commerce</u></b>	Director	Company/annual quarterly meetings, athletic events, races, motorcoach tours, people relocating to the area, festivals, special events, leads, etc.	<ol style="list-style-type: none"> <li>1. <b>Chamber of Commerce:</b> <ol style="list-style-type: none"> <li>a. Do you host "Business After Hours"?</li> <li>b. Are we involved in all committees and organizations that would benefit you and us?</li> <li>c. May we provide rooms for you and your guests to the city?</li> <li>d. May we place our hotel information in your racks?</li> <li>e. Do you have a business referral program?</li> <li>f. What are the primary feeder cities for this area?</li> </ol> </li> <li>2. <b>Convention and Visitor's Bureau:</b> <ol style="list-style-type: none"> <li>a. How does your lead process work?</li> <li>b. How often do you do FAM tours?</li> <li>c. Can we get a list of the tour operators that stop here?</li> <li>d. What advertising opportunities are available other than the CVB (i.e., trade shows, etc.)?</li> <li>e. What are the primary feeder cities for this area?</li> </ol> </li> </ol>
<b><u>Tourism Information Booths</u></b> Toll Booths (closest to your exit)	Director	Tourists	<ol style="list-style-type: none"> <li>a. Do you have a place to display hotel information?</li> <li>b. Do you have people looking for hotels?</li> </ol>
<b><u>Chain Store Operations:</u></b> Restaurants – Arby's, McDonalds Clothing – JC Penney, Sears, Limited, Loehman's  <b><u>Chain Store Operations</u></b> Hardware – Ace Automotive – Midas Muffler, Firestone Department Stores – T.J. Maxx, Target	District Director  Vice President of Operations  Personnel Director Store Manager	Floor display supervisors, buyers, auditors, regional managers, trainers or trainees, district directors, distributors, sales reps	<ol style="list-style-type: none"> <li>a. Do you have visiting district managers?</li> <li>b. Do you host training at your store/restaurant?</li> <li>c. Do you have trainers that come into your store/restaurant?</li> <li>d. Do you have plans for expansion or remodeling?</li> </ol>
<b><u>Red Cross</u></b>	Director	Displaced homeowners in a natural disaster	<ol style="list-style-type: none"> <li>a. Where do people stay when they are displaced by a natural disaster?</li> </ol>

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	Housing Director/ Coordinator		<ul style="list-style-type: none"> <li>b. Do you contract with hotels?</li> <li>c. Can we get the names of the government officials that will be coming to the area to help?</li> </ul>
<b><u>Motorcoach Tour Operators:</u></b> Packages	Tour Coordinator, Group Tour Manager, Director of Motorcoach Operations, President, Director Tour Department	Senior citizens, high school groups, singles outings	<ul style="list-style-type: none"> <li>a. How many times per year do you travel to the city?</li> <li>b. What are your en-route needs (cross-selling)?</li> <li>c. Would you be interested in establishing a set rate based on volume?</li> <li>d. Is room rate the most important factor in determining where you look to stay?</li> <li>e. What rate must I offer to get your business?</li> <li>f. Do you have pre- and post-tour overnight needs?</li> </ul>
<b><u>Car Rental Agencies:</u></b> Avis, Hertz, etc.	Counter Clerk Manager Training Manager	Out-of-town business people needing referrals on where to stay	<ul style="list-style-type: none"> <li>a. Check for proper directions to hotel.</li> <li>b. Do you refer to hotels?</li> </ul>
<b><u>Travel Agencies</u></b>	Corporate Travel Director, Manager	Business people from out-of-town	<ul style="list-style-type: none"> <li>a. What cities/states are you currently booking reservations?</li> <li>b. What needs are important to your and your client?</li> <li>c. What information can we provide for you?</li> <li>d. What can we do to be your preferred hotel chain?</li> <li>e. Do you do any type of FAM tours? May we do one for you?</li> <li>f. What motorcoach tours do you book?</li> <li>g. Do you handle any corporate accounts?</li> </ul>
<b><u>Airlines</u></b>	Flight Crew Director or Manager Operations Manager	Flight attendants, pilots, captains, layovers, distressed passengers, training, recruiting, interviewing	<ul style="list-style-type: none"> <li>a. Who is your travel coordinator?</li> <li>b. Where are you currently staying? Why? How much?</li> <li>c. May I have a copy of your flight schedule?</li> <li>d. Do you require the hotel to provide transportation?</li> <li>e. Where do you send distressed passengers?</li> </ul>
<b><u>Railroad Lines</u></b>	Train Master	Train crew, layover, training, recruiting, interviewing	<ul style="list-style-type: none"> <li>a. Do you have any need for corporate lodging?</li> <li>b. Do you have any maintenance crews, inspectors or trainers who need lodging?</li> <li>c. Do you need transportation?</li> </ul>
<b><u>Courthouses</u></b>	Clerk of Courts	Jury duty participants, expert witness	<ul style="list-style-type: none"> <li>a. Who arranges for (sequestered) jury participants?</li> <li>b. Do you have expert witnesses coming into town?</li> </ul>
<b><u>Real Estate Companies:</u></b> Century 21, Merrill Lynch, ERA	Office Manager Relocation Directors	New families relocating, training of agents/realtors, meeting referrals	<ul style="list-style-type: none"> <li>a. Do you hold real estate classes or seminars?</li> <li>b. Do you manage rental properties?</li> <li>c. Which companies do you work with?</li> <li>d. Do you have any employees who require relocation?</li> <li>e. Do you work with any out-of-town building developers?</li> <li>f. What hotels do you refer customers to that cannot move into their present home and need a place to stay?</li> </ul>

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<b><u>Insurance Companies:</u></b> Wausau, American Family, Prudential	Executive Secretary of the President, Human Resources Director, Travel/ Conventions Coordinator	Recruiting, training, seminars, field travel, auditors, families distressed, regional and district managers	a. Where are you currently staying? b. What are your client needs? c. Do you have relocation or training for staff? d. Who is your regional supervisor or district supervisor? e. Where are your regional meetings held?
<b><u>Police, Fire Departments</u></b>	Station Manager Captain	Special seminars, meetings, training, inspections	a. Do you have training, seminars or meetings in town? b. Do you have emergency housing needs? c. Do you have visiting inspectors?
<b><u>Post Offices</u></b>	Postmaster	Training, auditors, seminars, meetings	a. Do you host training, seminars or meetings? b. Do you have visiting auditors?
<b><u>Trucking Companies</u></b>	Terminal Manager	Training, overnight haulers, branch affiliate managers	a. Where are you currently staying? What do you pay? b. Where do you travel? c. How many overnight stays do you need? d. What about hourly stays (check-in at 7 a.m. and out by 3 p.m.)?
<b><u>Labor Unions</u></b>	President Vice President	Negotiations, meetings/seminars	a. Do you have union representatives coming into town? b. Do you host meetings or seminars?
<b><u>Churches</u></b>	Administration Offices	Weekend outings, revival camps, other pastors, priests, clergy, conference – area regional	a. How many members are in your congregation? b. Does your congregation hold any conferences and/or seminars? c. How can we participate in promoting your weekly bulletin? d. What charity needs does your church have? e. Can we provide hotel information for couples having upcoming weddings? f. When you are helping people in distress, where do they stay?
<b><u>Contractor/Construction Crews</u></b>	General Contractors, Job Supervisors	Out-of-town building projects	a. Are your contractors local or from out-of-town? b. Are there any other locations for this type of restaurant proposed? If so, where? Where is the corporate office?
<b><u>Dodge Reports, Economic Development Department</u></b>	Directors	Leads on new construction projects to get construction crews, opening teams and relocation	a. Can we obtain a list of new business development? b. Can we get an updated list of commercial permits issued?
<b><u>AAA Offices</u></b>	Office Managers Counter Clerks	Referrals to travelers they are in contact with	a. What cities/states are you currently booking reservations? b. How important is the rate to you and your guest/client? c. What needs are important to you and your client? d. What information can we provide for you? e. What can we do to be your preferred hotel chains? f. Do you handle any corporate accounts?

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<b><u>Amateur/Sports Teams</u></b> <b><u>Professional, YMCA</u></b> <b><u>(Swim Teams),</u></b> <b><u>Volleyball, Soccer</u></b>	Captains, Coaches, Ticket Counters Clerks	Referrals to incoming fans	<ul style="list-style-type: none"> <li>a. Where are your events held?</li> <li>b. Do you have any overnight trips?</li> <li>c. Who is responsible for the accommodations?</li> <li>d. Who are your sponsors?</li> <li>e. Are you hosting any tournaments here?</li> </ul>
<b><u>City Arenas, Mecca's</u></b>	Director, Special Events Coordinator	Road crews, performers, fans, stage crews	<ul style="list-style-type: none"> <li>a. What type of tournaments or special events do you host?</li> <li>b. How are your reservations currently booked (coaches, parents, tournament, directors, etc.)?</li> <li>c. What other needs do you have?</li> <li>d. What can we provide you with to help promote our property?</li> <li>e. What teams do you have traveling abroad?</li> </ul>
<b><u>Race Tracks</u></b>	Directors Ticket Counters Clerks Preservationists	Car, horse, dog owners, fans	<ul style="list-style-type: none"> <li>a. Do you have people from out-of-town needing housing?</li> <li>b. Do you coordinate accommodations for drivers?</li> <li>c. Do you host driver training classes?</li> </ul>
<b><u>Apartment Complexes</u></b>	Complex Manager	Families waiting for an opening, units damaged by fire, water, tenant	<ul style="list-style-type: none"> <li>a. Do you refer people on a waiting list to hotels?</li> <li>b. Do you have a back up option?</li> <li>c. Do you have a waiting list currently for your apartments?</li> </ul>
<b><u>Major Banks</u></b>	Executive Secretary to the President	Meetings, conventions, seminars, special training, branch executives, out-of-town investors	<ul style="list-style-type: none"> <li>a. What are the names of your department heads?</li> <li>b. Who do you currently use for overnight lodging for trainees and people in town for interviews?</li> <li>c. How often do you use overnight lodging?</li> <li>d. When do state and federal auditors come in to review financial statements and where do they stay?</li> </ul>
<b><u>Taxi Cab Companies:</u></b> Yellow Cab, Checker, etc.	Station Manager, Drivers	Referrals to tourists on our property	<ul style="list-style-type: none"> <li>a. Do you refer guests to hotels?</li> <li>b. Can we provide you with information on our hotel to give to passengers?</li> </ul>
<b><u>Funeral Homes</u></b>	Director	Friends, relatives	<ul style="list-style-type: none"> <li>a. Do you refer families to hotels? How can we help?</li> <li>b. What can our hotel do for the families (florist, etc.)?</li> <li>c. Do you host any seminars? If so, would you be interested in setting up a corporate rate?</li> <li>d. What types of needs do your customers have (meeting room, etc.)?</li> <li>e. Is there a State Funeral Director's Association? If so, where are the meetings held?</li> </ul>



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<b><u>Nursing Homes</u></b>	Director	Friends, relatives	a. How many residents do you have? Is it local area, rural or outreach-based? b. Do you have visiting families? What about during the holidays? c. Who do you currently refer your overnight stays to? d. Do you require overnight lodging for any of your staff members?
<b><u>Other Hotels</u></b>	Their lobby reader-boards for leads, Front Office Manager for overflow materials		a. Are you booked tonight (or a specific special event weekend)? b. Can you please refer overflow to our hotel?
<b><u>Banquet Halls:</u></b> (not attached to hotel)	Director, Manager, Coordinator	Referrals of wedding parties being planned, reunions, graduations, etc.	a. Can we obtain or provide information on hotel for upcoming events? b. Do you have a schedule of events? c. Do you have an individual who handles accommodations?
<b><u>Major Car Dealerships:</u></b> Chevrolet, Ford, etc.	Operations Manager, Personnel Director	Training seminars, meetings, corporate executives	a. Can we obtain a mailing list of customers?
<b><u>Trade Schools:</u></b> Trucking, Bartending, Cosmetology, Beautician	Training Director	Out-of-town students, speakers	a. Do you have students needing housing? b. Do you have visiting speakers? c. Who arranges housing?
<b><u>Amusement Parks, Ice Rinks, Fairgrounds</u></b>	Operations Manager, Preservationists, Counter Clerks	Referrals to tourists, participants	a. Do you refer guests to hotel accommodations? b. Would you be interested in packages? c. What advertising opportunities are available?
<b><u>U.S. Military Bases</u></b>	Housing Director Relocation Director	Relocation, overflow for on-base training, visiting personnel	a. Who is in charge of recruits and personnel? b. What is your per diem? c. What departments other than military personnel use the base? (Try to determine any affiliations with the state government.) d. What other needs do you have? What can we provide? e. Do you have a need for meeting space? f. Do you have any civilian travelers? g. Where do visiting families stay?