

BEYOND GREENSM

HOW TO ACQUIRE MARKET SHARE

- **CALL CENTERS** - If your hotel is in a travel program, it is important to visit ALL dedicated corporate call centers that book the (se) account(s).
- **BE CREATIVE** - If travel is limited, be creative with getting the word out to the Agents that you are in their travel program for example:
 - Provide a one page flyer to the Team Leader for a specific account highlighting your negotiated rate, value added amenities and anything extra that you want to promote to stimulate business
 - Review daily arrival list and identify your accounts and do something special i.e. meet & greet the end users upon arrival if possible. If not, send a welcome note/amenity, provide welcome drink/breakfast vouchers or extend an invite to join you for breakfast or evening cocktail reception as appropriate.
 - Cater breakfast or lunch for the agents booking specific accounts
 - If local, invite the Agents, Team Leaders, Account Managers, General Managers or Admins that may be booking locally to your property for a hosted event which includes a site inspection of your hotel whether it's a breakfast, lunch, dinner or cocktail reception.
- **SALES CALLS** – It is important to travel to your key cities minimum 2x a year or more to be able to stay visible in the marketplace. We strongly recommend limiting your travel during peak RFP season, which is October to December.
- **ROADSHOWS/TRADESHOWS/EVENTS** - Participate in roadshows, tradeshow and showcase events as appropriate for your hotel.
- **ACCOUNT RECOGNITION** - Implement an “Account of the Month” program and incorporate the same initiatives as above for your top producer on a monthly basis.
- **TRAVEL AGENTS RATE** - Offer a special Travel Agent Rate over shoulder periods or weekends, which include a mandatory site inspection.
- **MARKETING OPPORTUNITIES** - Take advantage of Corporations’ Intranet Site marketing opportunities, which 90% of Corporations have and welcome. This is usually complimentary and allows your hotel to promote the negotiated rate, value-adds, etc...for one month or longer.
- **COMPETITION** - Keep an eye on your competition by shopping them on a regular basis as they may be doing something special for the accounts that may outshine your efforts.
- **REMEMBER, AS THE SAYING GOES...OUT OF SIGHT, OUT OF MIND...**