



MIDLANDS SOLUS STRIKES STUDENT JACKPOT!

CELEBRATING SALES ACTIVITY ACROSS OUR BRANDS

ISSUE 5, JAN 2010

Whitbread®

BEEFEATER

Brewers Fayre

Premier Inn

Table Table

Taybarns
THE ULTIMATE KATERYN

SPREAD THE

word

RECIPE FOR SUCCESS: COOKING UP CONFIDENCE!

**MINI SURPRISE:
ALL THE ACTION**

INSIDE...
BAB

**BUSINESS ACCOUNT
BOOSTER:**

**FOUR EASY STEPS TO
UP YOUR SALES**

CHEF'S SPECIAL

- CAMERON HILTZ, HEAD CHEF, CASTLEWOOD BREWERS FAYRE
- DRIVING SPH, ENCOURAGING TEAM CONFIDENCE AND CREATING MENU SELL ONS

A DOLLOP OF CONFIDENCE, A PINCH OF ENTHUSIASM AND A SPRINKLING OF CREATIVITY – IT'S CAMERON HILTZ'S RECIPE FOR SUCCESS

Serving up great food is all in a day's work for Cameron Hiltz, Head Chef at Castlewood Brewers Fayre, but he is also doing a fantastic job of cooking up new ideas to help the team upsell!

Cameron's been hard at work developing additional sell on options and encouraging the team to get into a 'sell, sell, sell' mindset. One of his most popular creations, the Mega Mixed Grill, increases spend per head by a whopping £2.25 per meal.

To encourage selling confidence,

Cameron has also devised a challenge system, which gives team members the chance to become part Castlewood's elite 'team awesome' by consistently driving up spend per head. Cameron sets challenges to test and stretch the teams abilities and, coupled with the sales workshops run on site, this really helps to ensure the team does not miss a single opportunity to achieve that extra sale. For achieving constant high performances a team member will be awarded a 'team awesome' certificate, that appears on the team room wall.

Allen Rozmus, Castlewood General Manager, explained the results of Cameron's efforts:

"Cameron has driven our spend per head and the spark within the team to Spread the Word. WHR's 'One Team' has been brought to life through his efforts by truly uniting team members with a common and productive goal. This makes the Castlewood family exceedingly proud and has helped infuse our Front of House team with the confidence they need to upsell effectively." Great work Cameron!



Student bookings, massive business!



Be confident, get out into your local market and keep Spreading the Word.

proactive behaviour of the general managers and teams in approaching local universities – little did we know it would equate to sales of £750K! My advice to everyone is that you never know where your sale wins will come from, so be confident, get out into your local market and keep Spreading The Word to those unexpected customers.”

HITTING THE HEADLINES

Drumming up press interest is a fantastic way to boost bookings but did you know WHR has its very own PR gurus? Claire Haigh and Nicola Smith, are on hand to offer tips, advice and support to help you hit the headlines for all the right reasons! We found out what you can be doing to promote your site and how you can make the most of our PR team's expertise.

Top PR tips

- Introduce yourself to the editor of your local newspaper – you could even invite him or her to give your restaurant a try.
- Write a letter to your local mayor asking him or her to visit the site.
- Promote any charity events you are holding by letting Claire and Nicola know what you are up to – they will write a press release for you and tell the local newspaper.
- Send your stories to whr@frankpr.com and Claire and Nicola will help promote your site in the local community. **Alternatively give the girls a call on 07827084736 (Nicola) or 07827084759 (Claire).**

TOP TIP

“As part of our dessert sales drive, team members got to wear our ‘captain cash’ armband after they make a sale. This really increased enthusiasm – with one team member selling 49 desserts in a shift!”

– Elliott May, Team Leader, Weather Vane Brewers Fayre



SNAPPING SUCCESS

The Plough Beefeater is on a roll when it comes to fundraising for WaterAid AND spreading the word!

A clever link-up with a local photographer offered dinner guests the chance to have their picture taken – raising £155.

General Manager, David Brice, commented: “One of the best things to come out of our spreading the word and WaterAid activity is the great ideas from the team on how we can combine the two.”

ODD SALES TALE

Even conducting a disciplinary hearing at one of our restaurants didn't stop one cheeky WHR chappie from grabbing a sales opportunity.

After a three hour meeting, our mystery sales man enquired if the attending GMB union representative used Premier Inn, going on to talk up the benefits of our Business Account, and ensuring he left with all our information. It just goes to show, spreading the word can happen in the strangest of circumstances!



- Midlands Solus region
- Local uni link-ups
- More than £750k of business

Our Midlands Solus region has been bringing in the business by offering student accommodation to local universities – driving up room sales and boosting food and beverage spend.

Leicester Braustone South took advantage of De Montford University overbooking campus rooms, with Receptionist Zoe Smith stepping in to save the day with great support from Kellie Jarvis, General Manager. Zoe negotiated 12,100 rooms across six Premier Inn sites, raking in a massive £516,000 including breakfast and dinner! Wow!

Not to be outdone, Martin Howard, Operations Manager at Coventry City Centre, jumped in to help Coventry University after learning its student accommodation was overbooked. Thanks to Martin's hard work, and some great sales support from Receptionist Jodie O'Hara and General Manager

Alison Fletcher, an initial booking of £2,000 grew into a further £81,000 of business. Way to go team!

South Mimms Operations Manager Sam Taylor also got in on the act with support from Pedro Mendes General Manager after hearing about the success of other Midlands sites, calling Hertfordshire University and selling 1911 rooms over three weeks, worth a massive £73,000. And to top it all off, due to her great customer service, the University extended the rooms for another three weeks – boosting revenue up to a whopping £151,000! Nice work!

Don Gordon, Regional Operations Director, Solus Midlands, commented: “It is fantastic to see the fruits of our labour in the Midlands from Going For Gold Phase 2. This business was won due to the

My big achievement

Christo Pandit, Team Leader at Watford Croxley Green Premier Inn, totted up an amazing 25 Business Accounts during Q3 of 2009, the most by anyone since the Going for Gold incentive began.

He said: “I start any Business Account conversation by talking about the Premier Inn brand and sometimes offer the Good Night Guarantee. After this, the main thing is to keep in touch and see the application through. You have to be dedicated, ensure you are bubbly and friendly on the phone, and have complete knowledge of what you're selling – these things make it easy for businesses to say yes!”

Well done to Christo, who won a heap of Going for Gold high street vouchers for himself and the team.

Rick's on a roll!

When Rick Rose-Coulthard, Deputy General Manager at Bolton Reebok Stadium Premier Inn, came up with a great sales tool idea little did he know it would go national!

Rick designed his ‘sales facilitator’ to help team members make better use of BART data but, after the National Sales team caught wind of the idea, it became apparent sites nationwide could make use of it as well.

The computer system automatically organises BART extracts into top ten bookers, month-by-month and year-to-date – offering useful information

so sites can target lapsed users and recent business bookers. The system also offers pointers to help with sales activity.

Sean Philby, Regional Sales manager, commented: “We've been trialling the system and have received very positive feedback so far. We still have some work to do but hopefully it will be rolled out to sites early this year.” Great work Rick!

TAYBARNS' DAY IN THE SUN

Taybarns Coventry hit the headlines for all the right reasons after a mention in The Sun led to an extra 500 covers in one week.

Regional Operations Manager Sean Quirke got in touch with the paper after spotting The Specials legend Lynval Golding and his band mates tucking into some tasty grub at the restaurant after attending the Q Awards.

Shortly after a piece appeared in the paper including two references to Taybarns plus a comment from Lynval saying: “We were all starving and wanted to get back for the buffet. We're in here all the time.” Nice work Sean!

● Got a great PR success story from your site? Then call the WHR press office on 01582 889333 or email Claire.haigh@whitbread.com.

Journey to Success

We took a look at how one of our sites, Southampton Airport, used our four-steps to Business Account success to bring in the gold...

Qualifying

After electrical company PEI Genesis moved in next door, the team popped in to enquire about accommodation needs, finding out they had been using another local hotel AND had an account with them.

Questions to ask:

- Ask **factual** questions to help you to build a picture of the customer's business and their needs.
- Use **discovery** questions to find out what is most important to them when selecting accommodation, e.g. price, location.
- Use **open** questions such as why is parking important, or how close do you need to be to

the motorway?

- Ask **problem** questions that allow you to explore issues that your hotel/restaurant can satisfy e.g. what is it that you are unhappy about with your current accommodation?

Matching

Next up, the Southampton superstars got to grips with why PEI Genesis had chosen the other hotel. After taking the time to discuss what Premier Inn could offer, demonstrating a good match with PEI's requirements, our team left sales packs.

There are three elements to matching:

1. **Customer Need:** identify this during the Qualifying stage.
2. **Solution:** describe how your hotel/

restaurant can meet the customer's needs.

3. **Benefit:** explain why your site will benefit the customer.

Responding to the Price Challenges

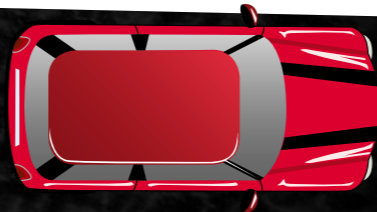
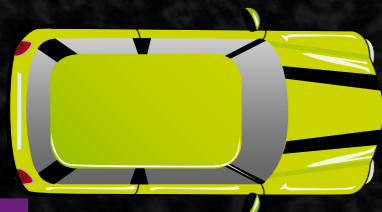
Not long after, PEI Genesis began to make bookings and our team was on hand to talk through all the benefits of Business Accounts.

Price isn't everything: Acknowledge the customers concern about price, but find out what extras they are paying for at other hotels and what other factors are important to them. The aim is to convince them that your sites facilities really do compare very favourably.

Landing the Deal

After a great deal of effort by the team, ensuring contact was kept up with PEI Genesis, the company signed up to a Business Account and have since become one of the site's top 10 bookers!

Don't expect a YES straight away: Ensure you have addressed any concerns, summarise what you are able to offer/benefits then gain commitment from the customer about the next steps towards landing the deal.



MINI star in 'gotcha' action

Here's the moment that we surprised Lead Receptionist Debbie Carter, our second MINI winner, with her car.

An 'undercover' visit from Chief Operating Officer Paul Flaum, disguised as a dustman, and Beefeater Brand Operations Director Tim Bowley, dressed in

a policeman's uniform, really caught her by surprise when they turned up at the Portsmouth Havant Premier Inn!

The 'gotcha' style action was captured on DVD for everyone to enjoy – if you haven't seen it yet, make sure you ask your GM for a copy.



Whitbread celebrity Debbie also featured on our October cover



WATCH THIS SPACE FOR DETAILS OF OUR 3RD MINI WINNER COMING SOON – WILL IT BE YOU?

Going for Gold!

Congratulations to all of our recent Going for Gold winning teams, which are listed (below). Each team wins a pot of vouchers to spend as they wish. Enjoy!

- Let us know what it feels like to be a winning site by emailing spreadtheword@whitbread.com.
- Tell us who you are, what you did differently to ensure your site topped the league and what you've spent your vouchers on!

BRINGING IN THE 'GOLD'

BRAND	P10 WINNING SITES
Beefeater	Brache Luton
	Crooked Billet Iver
	Three Pears
	Heald Green
	Crooked Lum
	Manor Farm
	Balmoral Inn
Brewers Fayre	Belgrave
	Highwayman
	Whittle Inn
	Lakeland Gate
	Afon Conwy
	Inshes Gate
	Drove
Table Table	Monkey Puzzle
	Watermill
	Airfield
	Oswalds Cross
	Stanhope
	Springwood Park
	Orion Way
Taybarns	Roundstone
	Treffry Tavern
	Riverside
	Coventry
	London Hammersmith
	South Mimms/Potters Bar
	Manchester Trafford West PI
Premier Inn Solus	Bournemouth Central (Tulip)
	Sheffield (Arena)

COLOCATED

Theresa Lynch	Eastbourne
Gary Villiers	Coventry Binlet A46
Laurance Green	Preston South
Andi Teasdale	Aberdeen Central West
Tim O'Sullivan	Macclesfield South West
Dom Taylor	Gravesend South

BEFORE



AFTER



BEFORE



AFTER



60



MARK GALLEN, GOING FOR GOLD PHASE 2 TRAINER



SECONDS WITH ...

MARK GALLEN

WHAT CHANGES SHOULD TEAM MEMBERS BE SEEING FOLLOWING THE TRAINING?

Team members should be noticing managers telling them more about what the site is doing and why in terms of sales. This will hopefully give everyone a better understanding of the bigger WHR business picture.

There should also be much more activity and focus on sales, which will stem from managers, but also involve things like on-the-job coaching for team members to help boost confidence and skills.

Going for Gold is all about creating a cultural change, so team members really believe they have the ability to make a difference to the business – because they do.

WHAT ARE YOUR TOP SALES TIPS FOR TEAM MEMBERS?

I would say make sure you take the time to discover and explore your customer's world,

as this will help you really understand who you're speaking to. Also get to know your local market place, as this will make it easier for you to spot opportunities to grab market share. Finally, keep striving to improve your performance in every way – always ask 'what else can I do?'.

WHAT DO YOU THINK OF WHR'S SALES CULTURE?

I think it's ahead of the pack and WHR people have achieved a lot so far in building a sales culture. However, going forward it will be important to build on the team's confidence and personal belief to ensure sales become a bigger part of everyday life.

WHERE CAN TEAM MEMBERS LEARN MORE ABOUT THE TRAINING?

Take a look at the Going for Gold Phase 2 training DVD – all sites should have a copy, so if you want to refresh your memory or find out what it was all about, ask your GM for a copy.

Thank you for all your fantastic story submissions! We're really keen to hear from Team Members for the next issue. Please send us your hints, tips, success stories and photos using the submission form on the intranet (find it in 'Communications Centre') or email spreadtheword@whitbread.com