



GREEN FINGERED CLAIRE'S ONTO A WINNER

HOW PERSISTENCE PAYS OFF FOR CLAIRE VARKER

ISSUE 6, FEB 2010

EAT SLEEP & DRINK

WHITBREAD



SPREAD THE

AIMING FOR

word

THE BULLSEYE!



**KNOCK KNOCK –
IT'S LENNY HENRY!**

**TOP
TASTIC**

**tips to bringing in
the sales:**

some great examples of
individuals contributions



**"WE SHOULD ALL BE THINKING ABOUT SALES AND
THIS IS A GREAT WAY OF STAYING ON TARGET."**

Meet our elite team of Operators who have packed their bags and hit the road as part of Project Bullseye.

They're stepping up to the ockey to turn the leads you gather from guests staying at our PI sites into Business Account sign-ups.

The team has been seconded to the Regional Sales Team for six months as Sean Philby, WHR Head of Sales, turns them into lean, mean, selling machines.

Sales supremo Sean said: "Taking these guys out of their operational comfort zone is

part of a culture change for us all. We should all be thinking about sales and this is a great way of staying on target."

Each of the team has been assigned a specific region of the country where they will follow up leads generated by a dedicated team at the Customer Contact Centre. See our special insert for more information.

This means they will be taking direct action to convert the Business Account leads you feed through to the centre.

Why are Business Accounts important?

By increasing the number, you're helping to meet our revenue target as well as increasing occupancy and covers in your hotels and restaurants.

PI customers with business accounts are

more loyal, increasing accommodation and food and beverage spend across all our hotels and restaurants.

It gives your customer the ability to pre-authorise dinner, breakfast, parking and sundries – increasing spend/revenue per guest.

"It just keeps on growing!"



Remember to stick with it – in this instance, Claire's persistence paid off big time

Claire Varker

Persistence paid off for St Austell Premier Inn's Claire Varker.

Using a great dollop of Cornish charm, she spent months cultivating a relationship with the Eden Project, one of the UK's top tourist attractions.

Claire kept in regular contact, smoothing out invoicing concerns, inviting the Eden team for a showround,

and setting out the benefits over the competition.

They've now signed up for a Business Account which is expected to blossom into at least £20,000 worth of business this year with £12,000 already in the bag.

Well done Claire – you've definitely got green fingers!

Remember to stick with it – in this instance, Claire's persistence paid off big time.

LinkedIn is great to improve the business

They say it's not what you know but who you know that counts.

And David Groves, General Manager at London Wembley Stadium Premier Inn would have to agree.

Thanks to the business networking website LinkedIn, his hotel is now the recommended budget accommodation for Wembley Stadium clients – and

that could mean business worth £150,000 or more comes our way.

After meeting a FA representative at a London GM meeting, David kept in touch through LinkedIn. Through his contact, he was able to send direct messages to the relevant senior people at the stadium.

David said: "It turns out that a senior sales manager had a poor experience at a PI a few

years ago and that was why he hadn't been getting back to us.

We did a session on LinkedIn and networking at the G4G2 training so my experience adds weight to the power of business social media."

Have you tried it yet? Log onto www.linkedin.co.uk now and see how you could get networking, make some contacts and grab new business.

Don't forget to make use of online resources.



David Ball sent out more than 700 festive-themed emails to local businesses he found on Scoot. This resulted in a gift-wrapped 300% increase in Christmas party and festive feast bookings for Manchester Central (Gmex) Table Table.

SINGING IN THE HALLS

Supersonic Helen Giddings, a regular contributor, has been hitting the top notes with her sales work at the new Concorde Conference Centre in Manchester Airport's aviation viewing park.

She landed a 325-room booking over three nights for singing

teachers attending Sing Up 2010 to stay at Manchester Airport PI.

Organiser Clare Edwards wrote to say: "I've worked with a number of hotels on projects like this and working with you was by far the best experience yet."

Cleared for take-off Helen!

Editor's message

The great thing about working on Spread the Word is that I get to hear first about all the great work you guys are doing.

Please keep sending your stories – we try to publish as many as we can. Ensure yours stands out from the rest in my inbox by making sure you tell us how your hard work is winning market share and raking in the cash. We love to put faces to names too – please send a picture where possible. Details of how to get in touch are at the bottom of the back page.

Priya

seizing an opportunity

Perseverance has paid off for Aberdare PI, where a guest, who had previously shown no interest, signed up for a business account after a chance remark that he was fed up with having to claim expenses to cover his colleagues' spending. Michelle Phillips, Lead Receptionist, seized the opportunity to point out the benefits that a business account card would bring and, this time, the customer agreed. Way to go Michelle!



GIVING A HELPING HAND

Intrepid receptionist Louise George grabbed market share by striking up a conversation with a weary traveller struggling through the snow with her suitcase.

Louise, from Derby North West PI, had been casing out the nearby Jurys Inn when she struck up a conversation with the woman, who was unhappy that she had to park in an NCP carpark (Jury's didn't have one!) Louise quickly established that the woman would be much better off at the PI with its own car park, more convenient location, new dynamic pricing and cosy pub next door.

Louise even talked Jurys into waiving any charges for the woman when she phoned on her behalf to cancel the booking.

Thanks to Louise's quick-thinking, the guest has become a regular, staying most weekends.

When your customer is your friend they will repay you with loyalty.



Knock knock – it's Lenny Henry!

Congratulations to Tina Ray who got to cuddle up to comedy giant Lenny Henry thanks to a great bit of networking.

Tina, General Manager at Birmingham Broad Street Premier Inn, was in the VIP area at Jongleurs comedy club when Lenny was awarded a coveted place on Birmingham's Walk of Stars.

Lenny, star of Premier Inns' great TV ad campaign, was happy to pose for a picture with Tina after giving away the top raffle prize – a Valentine's break at the hotel. Great PR work Tina!



Look! He's behind you!

Sheffield City Centre Premier Inn know a thing or two about PR – oh yes they do!

As part of a sponsorship deal with Sheffield Theatres, they managed to get the PI moon – and one of our beds – a starring role in this year's panto.

The costume was worn by panto dame Damian Williams who also had lots of Premier Inn lines. Toyah Wilcox, playing the wicked grandmother, also got in on the act.

The show, seen by an estimated 60,000-plus people, generated some good publicity in the local newspaper and notched up a dramatic £3,200 in room sales.

Damian Williams



FESTIVITY FUN

If you want to hear the sound of jingle tills next Christmas, start working on it now!

Rachel Vjestica secured great Christmas bookings for King William IV Brewers Fayre a year in advance – don't forget to contact your customers now while their great festive experiences are still fresh in their minds.

michelle's got some great tricks

And now, ladies and gentlemen, our star act.

Prepare to be amazed as Michelle Bishop, Lead Receptionist, transforms a piece of paper into a dazzling £100,000 in room and food sales.

The incredible story begins when a faxed inquiry for 22 rooms arrives at Hagley Premier Inn and Badger's Sett Beefeater. Michelle swiftly phoned the contact and confirmed the booking on the spot. After finding out the client was the Moscow State Circus,

she confidently asked if they had any other requirements and went on to book a further 20 hotels.

Guest obsessed Michelle now phones her contact each week to check she's happy.

"This whole booking has generated £50,000 for Premier Inn along and a further £50,000 in food sales," said a delighted Michelle.

It just goes to show that small inquiries can turn into really big business.



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Michelle Bishop



I AM MOST PROUD OF...

● Peter Blake, Brand Operations Director, Brewers Fayre

"The overall performance of both of our brands throughout December. I set an audacious goal of beating budget by £1m in the period and we didn't just beat it, we smashed it by £1.8m. All key dates were a huge success and our guests told us our value for money and food quality was much better than the year before.

We served over 1.2m guests, despite the snow and I'm very proud of everyone of you. Well done and please accept my sincere thanks."



● John Forrest, Brand Operations Director, Table Table

"I am most proud of how our teams look after our guests. Remember Give Them A SMILE!"



● Nic Brown, Brand Operations Director, Premier Inn Solus

"The way the Solus Family has risen to the occasion over the past 6 weeks! Our results and achievements speak for themselves, but it's more than that. It's the true passion and team spirit that runs through the veins of our hotels every day. We've had some extremely bad weather recently but you have still delivered and ensured our guests have not suffered. You pulled out all the stops during Good Together Week too, raising a tremendous amount of money for Wateraid. I am proud of each and everyone of you. Keep up the fantastic work."



● Tim Bowley, Brand Operations Director, Beefeater

"The tremendous effort everyone put in to grow the business on the key days over Christmas against a strong performance last year, AND in the midst of a recession. Thank you and well done everyone."



● Adam Nichols, Brand Operations Director, Premier Inn Colocated

"The Festive season and New Year is traditionally a quieter time of year for Colocated, but I'm pleased to have seen you use this time to put lots of effort into making Good Together Week a success. I look forward to seeing the results of our efforts to support Wateraid.



● Simon Ewins, Business Development Director

"I am really proud of everyone of you and I'd like to say a big thank you for all your fantastic commitment and support throughout a hugely busy time of year. Well done.



Hotline to sales success



They're quick off the mark – the team at London Kew Premier Inn has already put Going for Gold 2 training into action and is celebrating 40 room nights as a result, with more on the way.

A slight increase in bookings from telecoms company ZTE was all it needed for the eagle-eyed team to spring into action. General Manager, Jon Walters, explained: "We arranged a meeting with them to identify any further potential. Adopting the sales approach taken from the G4G2 session, we held one meeting to simply

identify needs, requirements and understand past experiences, with a self-commitment that we would not attempt to sell anything."

The result? Jon and co knew they'd be able to snatch additional ZTE business from Holiday Inn and Travelodge with a more stable rate to include internet and breakfast. A second meeting was all that was needed to meet ZTE needs with a tailor-made package. A review meeting has already been pencilled in. Jon added: "Over the next 12 months, ZTE has indicated that accommodation requirements

will double. If we can capture all of that, it'll be a heavy blow to our competitors and the pending new openings in our area."

ZTE has already placed £5,000 in bookings and London Kew is further maximizing on the rate thanks to a new deal with its Wi-Fi provider, giving ZTE a cheaper voucher.

Way to go, Kew.

Don't forget that driving Business Account sales is not just about finding new customers. You can also increase sales by exploring existing customers' needs.

LIKE THESE IDEAS? THEN WHY NOT GIVE THEM A GO AT YOUR SITE! IF YOU ARE ALREADY DOING SOMETHING SIMILAR OR BETTER, MAKE SURE YOU TELL US ABOUT IT. TO GET IN TOUCH, SEE PANEL AT BOTTOM OF PAGE.

Southport Central celebrate third time win!

Here's a team which is really on a winning streak and loving it.

Southport Central Premier Inn and the Ocean Plaza Brewers Fayre are celebrating an amazing hat trick – their THIRD Going for Gold win.

They've really embraced the challenge to spread the word and win market share – Lead Receptionist Janet Hickey even charmed comedian Tom O'Connor into signing up for a Premier Inn Account. Assistant Manager John Bailey said: "The

incentive is really kicking in and driving Spread the Word activity. Managers Steve and Michelle have arranged with a local car dealership to have a Mini parked outside – it's really spurring the team on."

And it's not just managers who are doing their bit. The Christmas bonus vouchers saw the night receptionists begging to work days and housekeepers fighting for the phone.

Great to see that Going for Gold is bringing some shining results to a chilly winter in Southport!



BRINGING IN THE 'GOLD'

BRAND	P11 WINNING SITES
Beefeater	Watermill Basildon
	Downshire Arms
	Duck
	Packet Steamer
	Crooked Lum
	Fountain
	Rackstraws
Brewers Fayre	Coach & Horses
	Marina Hinkley
	Heathside
	Woodhorn Grange
	Woodpecker
	Cadgers Brae
	Winsor House
Table Table	Portway Inn
	Clayton Green
	WHCL Norwich Nelson
	Orchard Evesham
	Forest Park
	Christie Fields
	Mill Of Mundarno
Taybarns	Globe Inn
	Barum Gate
	Coleraine
	1. Barnsley
	Joint 2nd: Coventry & Newcastle Under Lyme
	London Putney Bridge
	South Mimms/Potters Bar
Premier Inn Solus	Manchester Trafford West PI
	Poole North
	Sheffield City Centre
	Gloucester Barnwood
	Rugby North (Newbold)
	Bolton Reebok Stadium
	Manchester Swinton
Colocated	Basildon Festival Park

Becca's winning ways!

From laying on a tray of bacon butties to car park stalking Becca Degiorgio's putting great ideas into action to grab market share.

After spotting a van in the car park of a competitor's hotel, Becca, General Manager of Wigan North PI, contacted the owner and managed to secure £9,000 worth of business.

Becca said: "G4G taught me to listen to what a prospective customer is telling you and to match Premier Inn to their requirements. I got to know Dynamic Sports Services as a company and tried to be laid back rather than too pushy on the phone."

"My contact also gave me a name at their sister company and have already booked around £15,000 for them."

Last year, Becca secured £46,000 worth of business for St Helens North Premier Inn after she delighted a gang of workers by taking them a tray of bacon sandwiches. It was a memorable morning for the guys who were working on a big pipeline project and turned in to a big business win for us!



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