



**"WE LOVE THE EFFORTS
OF OUR STAFF"**

CELEBRATING SALES ACTIVITY ACROSS OUR BRANDS

ISSUE 7, APRIL 2010

EAT SLEEP & DRINK

WHITBREAD



SPREAD THE word SHOUTING: "ABOUT SUCCESS"

**BE DETERMINED
AND RECEIVE
GREAT RESULTS**

**HOT!
GOSSIP**

**EXAMPLES OF
BRILLIANT
INITIATIVE**



Our objective is: To grow our F&B business and key statistics, leaving no room for doubt that we, as F&B managers, are solely responsible for this growth through our ideas, implementation and creativity.

LONDON'S F&B MANAGERS HAVE PLENTY TO SHOUT ABOUT!

What do delivering lunch to Mayor of London Boris Johnson, dressing up as Santa, and carol singing in King's Cross and Kensington have in common?

They're all activities helping us to meet Peter Gardiner's Bobble Hat Challenge.

Multi-Site Manager Peter's P8 London Talent Pillar session was aimed at helping food and beverage managers in London Solus maximise opportunities with the aim of growing

sales during P10.

It was a tough call as it's a historically quiet time for PI, but the team grasped the baton, put together a regional sales plan and set about a wide range of activities which have contributed to year-on-year growth of £361,972.

The guys and girls organised activity into geographical clusters and drove region-specific movers and shakers to events in their areas. It was thanks to this activity that Boris had

his lunch delivered and we entertained people with our singing and dressing up!

Peter said: "These great behaviours were thankfully not lost in the January snow. The F&B managers in London have been fully committed to targeting key events such as Valentine's weekend, Pancake Day and Mothering Sunday, sharing best practice into P12. In short, they're committed to the objectives both individually and regionally."



Sanjay Farnandes, who runs the F&B operation at London Hammersmith PI, rose to the challenge of increasing lunchtime trade. To date, his efforts have resulted in an additional 2,100 covers – an increase in sleeper/diner ratio of a supersized 83 per cent – and a 60 per cent growth in year-on-year revenue.

How did he do that? Sanjay seized the opportunity by contacting the British International School which spend £180,000 on bedrooms and breakfast. He kept up his charm offensive until it started to switch to us as its lunch provider. This business will be worth £35,000-£40,000.



Dear John

Q: I feel we have exhausted our current leads for new Business Account customers for the time being, so I would like some advice please on how to increase spend from our existing account holders.

A: We very rarely get 100 per cent of a company's accommodation spend – so don't forget to find out if and why your existing account customers might be using our competitors. You can then use this insight to further match Premier Inn to their needs and hopefully increase their spend with us. Also, last year over 300 applications were not successful so it's worth pursuing these companies again to see if there's more information they can provide, which would help us to get their accounts up and running.

We've done really well on new Business Account sign-ups – so thank to everyone for all your hard work. Spending on the 909 accounts accepted since February last year has already added up to £2.5 million. There are at least 200,000 small and medium-sized enterprises in the UK so there's still plenty of business for WHR to go after. Please keep up the good work.

YOU CAN EMAIL YOUR QUESTION TO JOHN
AT SPREADTHEWORD@WHITBREAD.COM

"Sister act are hot stuff!"

Sisters Shona and Gemma Turner are proving hot stuff when it comes to climbing the ladder to sales success.

Shona, lead receptionist at Mill Lodge and Lincoln PI, realised she was onto a slow burner when she made a sales visit to a local fire station. She managed to get the

contact details of the person who did all the training for national fire brigades and, after weeks of work, fanned the flames into an £83,000 booking for the London Fire Brigade.

Drafting in sister Gemma to help, the duo have been there to meet and greet the party every time they've stayed with us over a five month period, served their

meals, set up the meeting room and made sure they've always been on hand.

And their dedication to duty has paid off – the firefighting heroes have now confirmed a searingly good booking worth an additional £83,200.

Don't forget: Where there's smoke there's fire – look after your customers and they'll look after you.



Sharon and the team

Where they are now?

MIKE CLARK

Mike Clark, GM at Livingston Bathgate PI, was last year's Conference 'Spread the Word' award winner and is now on secondment to our Project Bullseye team.

While he admits he misses his team and being involved in the operations side of running a venue, he's enjoying the challenge of sharpening his sales skills and selling Whitbread.

"I'm on the road until the end of June when I'm really looking forward to going back to the hotel and sharing what I've learnt with

the team.

"I will definitely be asking a lot more people to come out with me to sales meetings. I want to involve people more and I think they will see the benefits as well as gaining in experience and confidence."

Mike sees Project Bullseye as a sales academy where one of his biggest challenges has been realising he's representing Whitbread and not just PI.

"One of the big things I've taken from this secondment is that I need to know all my products – that's all the Whitbread brand's not just my own hotel," he said. "I will be returning to my role with a clear sales process to enable us to develop opportunities."

WaterAid

They'd walk over hot coals for a good cause at Livingston Bathgate PI.

Thirty intrepid people did just that at a family fun day, which has helped the site raise £1,500 for WaterAid.

More than 200 families enjoyed the event which, in addition to the hot coal walking, included a bouncy castle and junior football.



SHARON HIGHAM

She was our first ever MINI winner, but where is she now? Sharon Higham, formerly Operations Manager at Liverpool Albert Dock, took up her now role as

General Manager, Manchester Prestwich PI, last December.

Sharon still loves her MINI: "It's the best thing ever," she said. And she loves her new job too.

"It's still early days but the team here are very good. They're active and engaged with sales and a pleasure to work with. If I've been out for a couple of days I find my desk is inundated with Post-it notes with leads people have generated. There's so much to do. I've been doing further training sessions, for example with the housekeeping team, encouraging them to speak to our guests to try to find out what companies they are from."

And how's she fitting in with the team? Who better to ask than her DGM, Anne Marie Sowerby. Anne said: "She's a breath of fresh air and has brought energy and a new way of thinking with her. She helps us to think of things in a different way."

DEBBIE CARTER

Our second MINI winner, Debbie Carter, is still Going for Gold. The Lead Receptionist from Portsmouth Havant Premier Inn has recently landed another great Business Account, potentially worth over £440,000 – and that's just for accommodation!

Marine interiors specialists Trimline Ltd has previously been giving employees £25 a night cash to dine with too, so that's a fantastic opportunity for us to sell them our meal deal offer. It's a great saving for Trimline and guaranteed money for WHR. Well done Debbie!



Debbie Carter

WE LOVE THE EFFORTS OF OUR STAFF

You've got to LOVE it when a host of purple angels – aka F&B managers Prakash (London Wimbledon South), Veronica (London Putney), Sanjay (London Hammersmith), Emerson (London Edgware), Bijay (London Olympia), Ash (London Kensington, Earls Court), Paulina (London Tower Bridge), and David (London King's Cross) – hit the streets to Spread the Word of Eat, Sleep, Drink at PI

for Valentine's Day.

They handed out 200 goody bags including a PI Valentine's Day Post card and £29 room offer on booking dinner. They targeted King's Cross and St Pancras stations with their sights on an uplift in sales and grabbing market share.

Their efforts were blessed with a £2,500 increase in sales across five sites compared with last Valentine's Day.



MAKING A SNAPPY DECISION!

Stefanie Fano knows that every cloud has a silver lining – she picked up a fax cancelling a room and turned it into a Business Account (BA) with a forecast spend of £600,000 – £700,000 a year.

It's standard practice for the receptionist at the Horse & Jockey, Table Table, Dunstable South, to ask clients who send faxes through for payment if they would be interested in a BA.

"I contact the person who has sent the fax and ask the question," explained Stefanie. "In this case they were actually cancelling a room which had been booked. When I spoke to the person in charge it turned out the company, Bibby, were spending £485,000 a year just on room nights."

It's a great example of seizing an opportunity – with F&B the account could be worth £700,000 a year – and taking market share from the competition: Bibby were previously using Marriott, Travelodge and another supplier.

- £600,000 – £700,000 a year
- Seizing an opportunity
- Taking market share

Great initiative

Being flexible with room arrangements and taking a bold decision paid off for Michelle Phillips at Aberdare PI.



Michelle, Lead Receptionist, managed to secure bookings worth £12,111 with the potential of another £24,000, thanks to her persistence. Realising there was no availability when a call came through from group bookings for a client needing 13 rooms for 11 nights, Michelle got the client's number and set about swapping and changing room types and even taking the risk to over-book for one night.

Her gamble paid off big time – after arranging for the group to have the bar area for an hour each night for their daily feedback session, it's now possible the stay could extend to as long as eight weeks.

The motto of this story is: She who dares wins!

Achieving those targets

It's not just mums who deserve a bouquet – the whole team at Dover Eastern Ferry Terminal Table Table rose to the challenge and filled their restaurant nearly six times over on Mother's Day.

That's a 5.7 cover turn – a record for the brand – and General Manager Jennie Marshall puts the staggering success down to internal competition.

With her eye on achieving the Table Table's target of four cover turns on the March Sunday, Jennie split her whole team into four and gave them the challenge of carrying out a piece of sales activity each week. So far, that's included contacting schools, getting out and about in town, movers and shakers events, and open evenings.

A new, strict booking system was put into place and excitement was heightened by the prospect of points for the winning team to put onto a tracker towards a quarterly prize.

Overall, it added up to 673 diners – a blooming marvellous achievement.

Special mentions go to Wayne Shaughnessy, biggest take of the day (£1,300), Heather Downham, who managed the booking system as well as running the door with Michael Bayliss-Brown.

Success breeds success: a booking form produced for Mother's Day captured 94 repeat bookings for Easter.



Congratulations to 23 venues which achieved the Mother's Day target of four or more cover turns.

Across the group, Table Table has made a solid start to one of its first key dates of the year: occupancy was up 5.3 per cent on last year; like-for-like covers were up 2.1 per cent; and joint site net sales were up 1.8 per cent.



Be determined and receive great results

- Taste of success
- Secured £180,000
- Determination paid off



MELANIE'S RECIPE FOR SUCCESS

Take a bowlful of enthusiasm, a helping of initiative and mix together with Melanie Rae for a fabulous taste of sales success.

Fired up from attending the G4G workshops, Melanie's whipped up £180,000 of business for Table Table at Newhouse Hotel and Glasgow (Motherwell) Pl.

She's made it her business to find out what's out, what's in, who's here and everything else she can about the local area. By chatting to a guest she discovered he was a shop fitter working on a new training centre. Her investigations uncovered the business behind it was NCR, a multi-billion dollar technologies company.

Next step she's in touch with its training development manager, got him in for a showround and invited his boss for lunch. And the main man

was so impressed with everyone at The Newhouse he put Melanie in touch with the company's travel and accommodation director for Europe, the Middle East and Africa!

So far, the business she's secured as a result is worth £180,000 over the next six to 12 months.

! Melanie was able to position our offering to match the company's needs and her professional approach and determination have really paid off.

Her General Manager, Rick Hatton, said: "This is a great example of what can be done just by talking to our guests and finding out where they work, what they do, what the company they work for is doing now and in the future. Having done the research, it's then about digging and digging and this is exactly what Melanie did to secure the business."

Ambitious results

Have confidence in our product – Amanda O'Sullivan was so sure a man who asked for directions to a competitor would be back that she even made a dinner reservation for him.

"He went off with my directions and I guaranteed him he would return. I was right. Twenty five minutes later he returned with his wife," explained Amanda, Assistant Manager at the Horse & Jockey Table Table in Dunstable.

It gets better – the couple then arranged to meet their family at the venue for Sunday lunch and breakfast the next morning. It all added up to a till-pleasing £213.

Spinning success

We bowled over a squad of Welsh and Irish Under 21 Bowls Internationals when they stayed at Aberdare Pl.

They were so pleased with us they've recommended other players to come too – resulting in another group booking of nine rooms for two nights, adding up to a winning £1,008 plus F&B spend.

! Pleasing today's customers leads to more tomorrow.

BRINGING IN THE 'GOLD'

BRAND	P12 WINNING SITES
Beefeater	Foxburrow
	Crows Nest
	Griff
	Norman Jepson
	Yeadon Stoops
	Woodlands
	Bridge Barn
Brewers Fayre	Marsh Mills
	Flagstaff Island
	Heathside
	Lakeland Gate
	Craigside Inn
	Newhaven Quay
	Drove
Table Table	Goffs Park
	Watermill
	Horse & Jockey
	Bluebrick
	Kingswood
	Christie Fields
	Solway Gate
Taybarns	Red Lion
	Carclaze
Premier Inn Solus	Coleraine
	Coventry SouthShields
Colocated	Kings Cross St Pancras
	Leicester (Braunstone South)
	Glasgow City Centre (Charing Cross)
	Brighton City Centre
	Newcastle(Quayside)
	Bristol Alveston
	Coventry Binley A46
	Chorley South
	Livingstone
	Stafford North (Hurricane)
	Watford North

Hooray for all of the wining sites

WELL DONE AND CONGRATULATIONS TO EACH OF OUR PERIOD 12 GOING FOR GOLD WINNERS – PLEASE SEE RESULTS TABLE.

They will each share a huge heap of rewards to spend on their choice of vouchers from top retailers, including some we've recently added by amazon.co.uk, iTunes and Thomas Cook.

DID YOU KNOW:

- Since it began, Going for Gold has awarded almost £400,000 of rewards across 241 sites through the Going for Gold incentive.
- Almost 10,000 team member rewards have been given out across WHR, with some of you being lucky enough to win more than once!
- The most popular voucher choice is Argos, closely followed by ASDA and Arcadia (which includes Debenhams, Top Shop and Miss Selfridge).



- We've provided expert sales training to 3,500 of our General Managers and site management teams.
- Two – soon to be three – of you have won a brand new MINI.

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