



"We all have plenty to cheer about!"

CELEBRATING SALES ACTIVITY ACROSS OUR BRANDS

ISSUE 7, MAY 2010

EAT SLEEP & DRINK

WHITBREAD



SPREAD THE word

GOING FOR GOLD "JANET WINS BIG"

**RACING
RESULT AT
OSWESTRY**

INSIDE

**TOP TIPS
DEAR JOHN
G4G WINNERS**



PURPLE PRINCESS JANET HICKEY WAS OVERWHELMED WHEN SHE WAS PRESENTED WITH A BRAND NEW MINI

She's our third Going for Gold champion to be running around town in a hot new set of wheels after proving that when it comes to sales, she's the one to beat.

Janet, Lead Receptionist at Southport Central Premier Inn and Ocean Plaza Brewers Fayre, had never made a sales call before her G4G training last year. Now she's signed up

25 Business Accounts with more in the pipeline.

She said: "I never thought I would win the MINI. I just can't believe it, it has totally wiped me out. I've never had a new car before and I said to my husband Andy recently that I would need to change my old Peugeot but I didn't know how I was going to manage that. Now I won't have to!" Read more of Janet's story inside...

Her achievements at a glance

- Janet made an impact straight away whilst on Phase 2 of the G4G training, securing a £1250 Business Account with the Salvation Army during an 'Apprentice' style activity
- Janet's enthusiasm for sales led to one of her biggest wins - securing £70k of sales with the Rotary Club. Following a smaller function held at the site, Janet got to

know the booker and took the time to fully understand what their needs were, ensuring she secured the account for 2010/11

- She also stole £60k of business from Ramada, by signing up ROOTS Salvation Army to a Business Account
- It's not just the Premier Inn that's benefitting from Janet's success. She's also sold an

additional £4.5k of early breakfasts to the Ladies Gold Union, one of her new Business Account customers

- Janet signed up the Institute of Chiropractors and Podiatrists with a BA plus a booking for the entire hotel, function room, breakfast and evening meal for a whole week after following up with an ICP member already staying.

"I never thought I would win"



Multi-site Manager Paul Hooker said: "Janet is the most enthusiastic person and a true brand advocate. When you meet her you can't help but smile and her energy and enthusiasm are infectious. From the fact that everything is purple – from her scissors to her keyboard and earrings – to the amazing amount of accounts she has signed up since G4G started. She truly is a person who has grown and risen to the challenge of Spreading the Word."

very committed

And her General Manager Stephen Harvey said: "If anybody deserves this, Janet does. She's very committed, very conscientious and purple through and through. She's always on the case – she even signed up a BA at her son's 30th birthday."

Things you didn't know about Janet: She applied for her job three years ago after walking into the hotel with her sister who was looking for accommodation. She liked it so much, she stayed! When she was 13, her mum won a MINI in a spot the ball competition – it was a huge prize in its day.

Gotcha!

Deputy General Manager Michelle Harvey suggested they call at Janet's home in Southport for a coffee – when they arrived there was a crowd of people and a large box on her drive!



To see the drama unfold as Paul Flaum, Chief Operating Officer and Peter Blake, BF Brand Operations Director dressed as a nosy neighbour and delivery driver, give Janet the surprise of her life, go to www.roebuckproductions.com/whr or find the link on the intranet. Who will be next MINI winner? It could be you!

They say success breeds success and that's certainly true in Southport – the team have won G4G. an incredible six times, while Janet also won the accolade "Most Welcoming Receptionist" at the Southport Ambassador Awards.



Q: How do I find sales leads from my local newspaper?

A: Great question, as newspapers and magazines are a really valuable source of information that you can use to get the tills jingling. Once you know how many potential leads are waiting to be discovered among their pages, you won't be able to put them down! Turn to the recruitment pages, for example, and here you'll find company names, contact details, and a description of what they do. If they're looking for someone in sales, they may need to use hotels when travelling on business. If it's a contactor they're after, follow it up and you could find they have contractors working in groups dealing with a project area by area. That news story on a new out-of-town store could mean there's a team of shopfitters needing accommodation plus an HR department looking for a venue for recruitment open days plus training events. And that advert for a big exhibition? Don't pass this by, there may be B&B needs for organisers and visitors and the organisers could be producing a booklet that you could advertise in or be able to give you a list of exhibitors to contact. Let us know what leads you find from your local newspapers, by emailing spreadtheword@whitbread.com Happy reading!

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

A roaring success

Speedy Sandy Bemister raced into action when she saw a booking for Teg Sport. She recognised it as the name of a rally team and some internet research showed there was an event taking place just a few miles away from Oswestry PI and Table Table.

She got into gear and contacted the booker, promoting the venue's £39 rooms. This lead to a thank you email from the team's sport director and a booking for ten rooms for three nights. Sandy also managed to sweet talk the team into allowing their cars to be photographed at the hotel and is pictured here on the right with Lucy Boyd.

You're a roaring success Sandy!



CUSTOMER SERVICE TRAINING

Helping every team member deliver world-class customer service is the aim of a series of workshops our deputy general managers, operations managers and kitchen managers have been attending.

The sessions will help them help ensure you have the technical skill, product knowledge, efficiency of service plus can communicate effectively and demonstrate the friendliness our guests expect.

Malcolm Redmond, Learning & Skills, who has designed the Train to Train sessions which will take place throughout

the year, said: "We've had great feedback so far. It's all about giving our people the tools to drive this back in their own business."

He added: "The biggest sales force we have are the guests that are already staying with us. We need to make sure they receive world class service and ensure our team has the skills and confidence in delivery to drive and maximise sales."

As a result of the training you'll see

your management team really focusing on our guest measures – which will lead to improved sales – having been given some great advice on how to run effective and interesting training sessions.

Here's what some delegates are doing back on site:

Dave Hepworth, DGM at Mill House Beefeater and PI at Redhill, will be leading by example. "I'm a great believer that that's the best way to do things. Our new drive is to try and beat Disney to the post – it's nice to be nice and we'll always be smiling."



Have you tried?

The team at Oxford PI and Longwall Beefeater have been reaping rich rewards with their sales activity recently. They've been selling the benefits of the Business Account to any groups staying at the site that don't have a Business Account. They also been calling all local businesses that have stayed, completing account profiles and then getting back in touch to impress on them that the PI and Beefeater has everything they could ever need and want.

In conjunction with getting members of staff out and about, this activity has produced a dramatic rise in BA sign-up rates. Last quarter, they had opened 12 BAs with a further two on the books in week two of the new period.

Guest Obsessed



Team Leader Jo Hulme (pictured) is truly guest obsessed!

A distressed couple whose child was undergoing surgery at nearby Bristol Children's Hospital have Jo's kindness to thank. With all hotels in the area full to capacity because of horse racing at Cheltenham, she checked them in even though she knew there were no rooms available. Jo explained: "They had stayed

with us the previous night and checked out as they had hoped their child would be well enough for them to go home. Unfortunately, this wasn't the case and they needed a room for themselves and their other young child.

They were quite upset and after ringing round on their behalf, I took a calculated risk and booked them in. I had a feeling that we might have some no-shows and, luckily, mygamble paid off." It's a great example of Jo's understanding of the business and determination to help her guests.

JO'S TOP TIP!

You can find business leads at home as Jo found out. She followed up on a piece about a £35 million hospital being built after reading about it in a political flyer which dropped through her letterbox. Jo discovered that construction company Carilion was already using us and got in touch to introduce herself and discuss future bookings.

There was more good news for Bristol City Centre Haymarket PI when receptionist Georgina Hooper got chatting to a guest and discovered he had a nine month contract in Bristol. She passed the information onto Team Leader Jo Hulme who's negotiating a four-night, 34-week stay with a potential revenue of £9,600. Well done girls!

COLO LAUNCHES 'SALES FEST'

Well done to the Premier Inn Colocated teams – they have generated thousands of pounds of sales during their first ever 'Sales Fest' activity.

Held every two-months, sites across the country work in clusters during the same three-day 'Sales Fest' events, purely concentrating on sales. With support from the National Sales and Project Bullseye teams and by focusing on their cluster and site specific bi-monthly targets, so far the teams have had the following results:

- 767 sales meetings held
- 359 leads generated
- 37 Business Account sign ups, with potential for a further 164
- £56k of new business
- £155k of additional business

from existing customers Adam Nicholls, Operations Director, said: "We have been guiding our business on a massive sales journey over the last couple of years, with our primary aim being 'to drive occupancy through individual GM sales activity'. This year we have decided to join everything we've worked on and pull together as a single National COLO Sales Force.

"We have mapped out a 'Sales Fest' for the whole year and with our first 'Sales Fest' under our belt I can say it has been a fabulous success. The whole initiative this year relies on finding new leads and face to face meetings with everyone in COLO working together as a single sales force... me included!"

Extra tips

Show your customers you care and they'll repay you with revenue! Receptionists Sisi Fedorova and Samuel Newman from Slough PI visited guests exhibiting at



the British Leisure Show nearby to see how they were getting on and to take dinner bookings. The exhibitors were so

WaterAid

Plenty to cheer about

There's plenty for the team at Edinburgh East PI and Lady Nairne Beefeater to cheer about.

They're celebrating a fabulous refurbishment and brilliant sales to boot!

A sales event to launch the new-look site on April 6 captured upwards of £5,000 in future bookings and when Jan Fay, Sales and Marketing, was inviting guests to the opening she picked up a 21st birthday party for the same night which netted a further £600.

The 120 guests were given a drink on arrival and enjoyed themselves



so much, they went on to spend £2,700 at the bar. The event was also covered in the Edinburgh Evening News and another local newspaper.

Top Tip – an auction of artwork that graced the walls prior to the refurb raised £170 for Water Aid – a great idea which kept people's interest until the end of the evening.

Make your own luck

New-boy Nigel Holling is great proof of the old adage that you make your own luck.

Nigel, who joined PI in January and took over as General Manager at Wirral Greasby in February, was straight down to business sniffing out sales leads. He quickly discovered a competitor was due to close and approached a client, Newhall Publications, which agreed to come across to PI. Nigel's efforts have netted 20-plus room nights each month, generating an impressive £18,500 worth of business over this year. The company has also signed up for a Business Account. "Don't be afraid of the word sales – we've got a great product so get out there and sell it!" said Nigel.



Keep it personal

a personal level, there's a good chance they will want to do business with you.

Joanna Adamiec, Receptionist at London Greenford PI, landed a booking worth £519 after impressing a client. It was Joanna's chatty and informal

style which made the difference and left no doubt that she, like all PI staff, took personal responsibility for all that we do. The woman went ahead with the booking which was for her parents as she knew they would be looked after by our well-informed people.

Joanna even offered to book a taxi to collect the guests from the airport – way to go, Jo!



Together we're better

Together we can be brilliant! Colleagues at Manchester Deansgate Locks PI, joined forces with Jacqui Wallis, Regional Account Manager, on client appointments with great success.

The team had identified two companies which had stayed at the hotel in the past and could have potential for other sites. Vimto has been booking 200 room nights at the Holiday Inn in Warrington and the PI team has now come up with a rate to allow Haydock PI and Stonecross Table Table to compete for this business.

We also identified that we're only receiving 60% of client Inventive Leisure's business. We've been in touch and have their requirements for five Vodka Revolution Bar openings – each with an £8,000 hotel spend, so we will be trying to place this.

And looks like there'll be good news too for Warrington M62 J21 PI as, by chatting to guests in the bar, General Manager Ian Humphries discovered that Shearings Transport was placing around 1,500 room nights at the Holiday Inn, Warrington. We've now met with the company's operations director and been asked to tender for their £500,000 UK-wide business for next year.

Jacqui said: "These are three great examples which show that, by working together and utilising each other's strengths, WHR is one huge sales team!"



We're on the ball

John Higgins, Jamie Cope, Stephen Maguire, Mark Allen, Peter Ebdon, Marco Fu and Mark Williams – if you're into your snooker you'll certainly recognise this as a rollcall of some of the greats.

And, thanks to great customer service, they're all returning guests at Chelmsford Springfield PI. The venue is conveniently located for the Crondon Park Golf Club in Essex where the championship league snooker took place in March. General Manager David Brown said: "The players have stayed before and they come back because of the great customer service the team provides."

BRINGING IN THE 'GOLD'

Recommend Your Company

We are pleased to share with you the results of the 'Recommend Your Company' incentive we ran earlier this year, which rewarded those teams that obtained the most leads from business guests. Congratulations to our winning sites:

Winning Sites are as follows

- 192 forms - London Heathrow
- 113 - Cambridge A14 J32
- 78 - Bolton Reebok
- 72 - Nottingham South
- 65 - Llandudno

Special mention to Cambridge A14, Preston South, Bolton Reebok, Nottingham South, Llandudno and Derby North West who provided quality forms with accurate data and customers with potential for Bullseye Team to drive revenue.



Results

- 1856 forms accepted and processed onto Salesforce.com.
- 986 Forms rejected. (577 as a result of insufficient data, 301 already attributed to Business Account, 108 misc.)
- 179 forms received after deadline.
- Forms received from approx 200 sites.

BRAND	P1 WINNING SITES
Beefeater	Brache
	Grapes
	Longford House
	Heald Green
	Dovecote
	White Hart - Guestling
Brewers Fayre	Rusty Cutter
	Coldra
	Hampton
	Victoria Park
	Lakeland Gate
	Coach House
Table Table	Buchanan Gate
	Chafford Hundred
	Monkey Puzzle - Farnborough
	Castlewood
	Halfway House - Dunstable
	Lakeside
Taybarns	Butterley Park
	George & Dragon - Altrincham
	Orion Way
	French Connection
	Airfield Tavern
	Carrickfergus
Premier Inn Solus	South Shields
	Newcastle Metro Centre
	London Kings Cross St Pancras
	South Mimms/Potters Bar
	Manchester City Centre (Deansgate Locks)
	Brighton City Centre
	Newcastle Gateshead

Generating cash!

Scouting out sales action is all in a day's work for Sheffield/Barnsley Premier Inn and Taybarns.

The team hosted a St George's Day event for scouts in April, generating £1,226 and some fantastic feedback.



Congratulations to all of our period one Going for Gold winners. You're all doing a great job to increase spend per head at your site.

Don't forget there's always an opportunity to get your team top of the list – just get Spreading the Word and Going for Gold. Each of our winning sites will receive a fabulous £1,000 to share between team members.



SPREADING THE WORD IN WORCESTER

Q: What do a barman dressed as a Beefeater, a king-sized bed, a bit of ingenuity and a whole lot of fun and hard work add up to?

A: £13,000 weekend sales for Three Pears Beefeater – a 50% uplift on the same weekend the previous year.

The site set three teams a challenge to get out and about and Spread the Word and their efforts really paid off.

General Manager Harvey Campbell said:

"The day was a fantastic opportunity for the whole team to work as one, thinking of sales, living the Whitbread core values and Spreading the Word."

How did they do that? Head Housekeeper Nicky Godwin got council permission to set up a comfy king-size in Worcester while Charlie Jones from the bar team caught the attention of passers-by in his smart Beefeater outfit. Armed with balloons, children's packs, menus and PI Business Account cards, they attracted lots of interest.

Meanwhile, the other two

teams set up at Sainsbury's and word was also spread by our newspaper supplier who agreed to delivery more than 1,000 leaflets free of charge.

And the hard work is paying off with sales and occupancy going strong – now £22,000 over sales budget.

The venue is now holding an open day for all the leisure leads collected over the Easter Bank Holiday. The next event is planned for May and over 200 invites have gone out into the local area. Watch this space for news on how it went!

Selling is listening

Regular contributor Helen Giddings from Manchester Airport PI is flying high after landing some more great business.

The station manager of Jet2.com was so impressed with a showround she spread the word to colleagues at Leeds Bradford Airport. The site has now secured 13 training days plus accommodation, adding up to £2,300. And a conversation with a trainer from Blue Cherry Consultancy lead Helen to another £4,000 of business.

Helen said: "The biggest part of selling is actually listening to what the guest wants. After you know their needs, it's easier to match up what we can offer."



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