



**“We never miss a chance to go for gold!”**

## CELEBRATING SALES ACTIVITY ACROSS OUR BRANDS

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Whitbread™



**MARK  
SAYS:**

**“You’re  
ALL hired!”**

**WHAT’S  
HOT!**

**BRAND SALES  
NEWS**

SPREAD THE

# Word

**KEEPING IN TOUCH MEANS:**

**“WE’RE ALWAYS  
IN THE KNOW!”**

**TIMES MAY BE TOUGH – BUT FOR MANY MEMBERS OF THE WHR FAMILY THAT JUST MAKES THE CHALLENGE EVEN MORE EXCITING!**

**Take Mike Clarke, General Manager for Livingstone (Bathgate), who won our ‘Spread the Word’ award at this year’s conference. His team have been beating targets left, right and centre despite the economic climate.**

A key part of the team’s fantastic effort this year has been keeping in the know. Staying in touch with contacts, regular guests and the local community is something every team member can do and these simple actions can bring in some serious business.

Mike explained: “As part of our sales culture we always know what new developments and offices are opening around us. Our insider information ensured we secured a big booking for the opening of a local New Look store – which bought in £10,500 of business for our hotel and £2,100 for food and beverage.”

Mike added: “My team is very engaged with sales. They always contact guests to make sure they had a good stay and try to spot new business. We don’t call it sales though, we call it guest service!”

My team is very engaged with sales.

**NETWORKING  
KING**

- MIKE CLARKE
- GENERAL MANAGER FOR LIVINGSTONE PREMIER INN
- CLEANLINESS + FRIENDLINESS = FULL HOTEL!



# THE W FACTOR

**CELEBRATING COLLEAGUES WHO HAVE GONE THE EXTRA MILE – AND MADE A BIG DIFFERENCE TO OUR BUSINESS.**

● **Jayne Henson, Duty Manager, Sulton Harbour and Lockyers Quay Premier Inns, Plymouth**

**SMALL CHANGE:** "We decided to invite local businesses to a breakfast meeting to help send out the message Plymouth is still very much open for business."

**BIG DIFFERENCE:** "We secured 10 meeting room bookings for the following month and a contract with one company to hold training in our meeting room every week – bringing in about £1,740."



● **Ryan Peters, Lead Receptionist, Llanelli Central East Premier Inn**

**SMALL CHANGE:** "I contacted the stadium opposite our site and asked to speak to the events co-ordinator who gave me some useful dates of upcoming conferences. I rang one office holding a conference in September and explained we were two minutes' walk from their venue."

**BIG DIFFERENCE:** "They booked 50 rooms across three days, giving us £2,500 of sales plus plenty more from food and beverage to come!"



● **Kirsty Garrat, Team Leader, Arena Square Table Table, Sheffield**

**SMALL CHANGE:** "I spoke to a lady who had booked a buffet with Arena Square for her birthday and tempted her with some extras."

**BIG DIFFERENCE:** "The lady was convinced to have canapés, a champagne reception and desserts on top of her £6.50 per person buffet."



● **Gemma Laurant, Lead Receptionist, South Shields, Premier Inn**

**SMALL CHANGE:** Gemma spends time every week looking through the local paper. She noticed there was a ship docking in the harbour for mandatory work and contacted the company.

**BIG DIFFERENCE:** Gemma got a 117-room booking worth a whopping £7,607 and the company has applied for the Business Account.



**Dear John**

**Scratching your head about sales? Then get scribbling! John, our resident expert on boosting business, is here to help.**

**Q:** *Everyone keeps talking about Business Accounts and how important it is to get guests signed up. Why do I keep hearing about this and can you give me some insider info on the key selling points so I can get in on the act?*

**A:** Business Accounts are huge news! Firstly, because they bring in big bucks as around half of our guests are business customers and secondly, because they ensure customers keep coming back for more. But these accounts aren't just great for us, they also make life easier for companies by helping them manage the accommodation, food and drink bills of their employees. Guests don't even have to claim back expenses; the company is simply sent a detailed statement of what's been spent. Expect to hear even more about them from now on. See the intranet or ask your GM for more details.

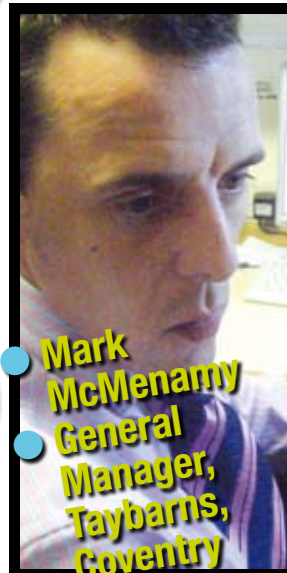
**DO YOU HAVE A QUESTION FOR JOHN? THEN EMAIL HIM AT SPREADTHEWORD@WHITBREAD.COM.**

Make a note of any companies you see working in your local area. They could be your next customer!

● **Lucy Dack Receptionist, Premier Inn, Kings Lynn**  
● **£198,000 of new business**

**TOP TIP**  
"Suggest appropriate side orders with each main course. How about garlic bread with pasta dishes, sauce with steaks or onion rings with burgers?"  
– Christian Bibow, Gatwick/Crawley East Premier Inn

## You're ALL hired!



**Mark McMenamy General Manager, Taybarns, Coventry**

**Sir Alan Sugar may be left fearing for his job after a new version of The Apprentice took place at Taybarns, Coventry!**

General Manager Mark McMenamy selected eight team members from reception, front of house and the kitchen to take part – splitting them into two teams and telling them to sell, sell, sell. Eight hours later, the super selling teams had stumped up 24 Business Account applications, 30 Movers and Shakers and 20 sales leads.

The winning team was rewarded with holiday vouchers, while one member of the losing team was 'fired' – meaning they were left making tea for a month! The day was so successful a second round was held, with different team members achieving a massive 100 Movers and

Shakers bookings. A Premier Inn Cluster Apprentice followed, gaining over 38 Business Account sign-ups and 24 Movers and Shakers.

## SPREADING THE WORD

● The team at Taybarns Sheffield/Barnsley have built a great relationship with a local school. One 'Taste of Taybarns' session resulted in the school dropping in on five more occasions with parties of 50 pupils – generating about £2,000 of revenue and creating some great word of mouth action back to all those parents!

**BIG BUSINESS: WELL DONE TO VICTORIA PARKER, NATIONAL ACCOUNT MANAGER, WHO HAS SIGNED UP HONDA FOR A BUSINESS ACCOUNT ESTIMATED TO BE WORTH A STAGGERING £1.5 MILLION!**



# “Our great team effort led to a huge win”

## SHOOTING STARS

### One Premier Inn team struck gold recently when a night out led them to a massive business deal.

Kings Lynn employees sneakily took some pictures of vans owned by a company called Granite on a camera phone, hoping to find out contact details and drop them a sales call. However, when Receptionist Lucy Dack got in touch it turned out they were working just down the road from our site at Sutton Bridge Power Station, and they popped in for a show-round the very next day.

Lucy soon discovered they required rooms for their employees totting up to about 2,200 nights and had already booked in with local rivals The Duke's Head. But that wasn't going to stop Lucy winning the business! Thanks to her brilliant customer skills and knowledge, and some clever negotiations, the company quickly saw we were far better than the competition

and immediately moved their booking.

Clinton Jolly, General Manager at Kings Lynn, explained how big the win is: “Each guest has a daily meal allowance of £20 per night excluding breakfast, so the food and beverage potential is £60,000 alone. So far we have confirmed rooms to a total of £138,000 – add this to the food and beverage figures and this booking stands to be worth about £198,000!”

He added: “This just goes to show how sales-focused a whole team can be – and how handy a camera phone can be on a night out on the town!”

**HAVE YOU GRABBED BUSINESS OFF YOUR LOCAL COMPETITION? MAKE SURE YOU TELL US ABOUT IT BY EMAILING YOUR STORY TO SPREADTHEWORD@WHITBREAD.COM.**

### have you tried . . . ?

- Find out about the newest businesses in your area by logging on to [www.michrome.com](http://www.michrome.com). This useful website brings up companies that have opened local offices, giving you first dibs when it comes to making contact.
- Get in touch with your local hospital and find out who your patient liaison officer is. These are the people who recommend to a patient's friends or relatives where to stay in the area.
- Did you know WHR subscribes to [www.yearahead.com](http://www.yearahead.com)? Log on to find out what events are coming up in your area, get an action plan together, and you could see business come rolling in!

### What's HOT! key sales news from around the brands

Grab it! Stealing market share is always good . . .



**£17,813** new business

The Aire & Calder Brewers Fayre and Goole Premier Inn pinched business from Selby Days Inn thanks to the on-site restaurant and more competitive prices – worth £17,813.

### 3-year contract



Mersey Farm Table Table and Manchester (Sale) Premiere Inn spotted a piece in the local paper about a company building a power station locally. The site won a three-year contract – taking business from Ramada.



**£3,000** booking

Poole North Premier Inn secured a contract with a stag party company which had been using competitors in the area. The deal included a £3,000 booking, a Business Account sign-up and much more potential revenue.

**Thurrock West Premier Inn.** The team impressed Bedfordshire and Luton Fire & Rescue Service so much during a recent stay they've taken their business away from Travelodge.

**London Southwark Premier Inn.** GM Karin Holmes overheard a potential customer saying she wanted to move her business from Hilton. Karin stepped in and the customer has booked two rooms every week for a year.

# 600



**SEAN MCLAUGHLIN,  
GENERAL  
MANAGER  
BELFAST  
PREMIER INN**



## SECONDS WITH . . .

## SEAN MCLAUGHLIN

### WHAT DO YOU THINK HELPS CREATE A GREAT SALES CULTURE?

Spreading the word about a business we are passionate about. Future clients really notice this and it immediately installs confidence in their booking.

Also being guest obsessed drives sales! We talk passionately about our business to all of our guests, not just to potential customers in meetings.

### WHO ARE THE BEST MEMBERS OF A TEAM TO DRIVE SALES?

Sales are definitely not just for managers. All members of our team work hard to bring in leads, from work vans they've spotted on their way in to new ideas they believe could bring in business. Everyone has a part to play.

### TELL US ABOUT A BIG ACHIEVEMENT YOU'VE HAD RECENTLY?

We recently set up a fantastic display at Belfast City Airport – with our finest-quality bed on show! One gentleman came to have a look and it turned out he had the potential to bring about £288,000 to the Premier Inn estate. I spoke to him about Business Accounts and offered to treat him to dinner, which he accepted. Two days later I received an email confirming he had opened the account!

### WHAT TOOLS DO YOU THINK WILL HELP CREATE AN EVEN BETTER SALES CULTURE?

Going for Gold is going to be amazing for our team – helping to grow our skills so we can really drive results. I also think the Your Say feedback will be very inspiring for the team – helping them achieve more every day.



One group of General Managers from the Beefeater's North East and Scotland region, plus Danny Mullen, ROM, have shown their commitment to the WHR family and that they are up for the challenge by donning their own personal green bobble hats!

# “We never miss a chance to go for gold!”



## Gatwick Airport Central Premier Inn has been Going for Gold in every way possible . . .

There's no stopping this enthusiastic team! Business Accounts have been a key focus, with one new company bringing in a fantastic £10,000 a month and another stacking up £500 a month.

There's also been some really inventive thinking going on – with the team ensuring they take full advantage of the site's location.

Jemma Brooks, Operations Manager, explained: “We've introduced a four-day park and fly package to try and draw in people going on city breaks – this has brought in £3,000 so far.

“We've also been working on selling food to staff at Gatwick who are out on their breaks – we will be posting a banner on a fence that overlooks our nearest competition, a garage, to try and win some extra custom from them.”

## BRINGING IN THE ‘GOLD’

Congratulations to all of our period five Going for Gold winners. Thank you all for doing such a great job to increase spend per head at your site.

However there's still plenty to do to make sure you top the list in the next round of results – so get Going for Gold and prove just how good your team is!

Each of our winning sites has won a fabulous £1,000 to distribute between team members.

Southport Brewers Fayre celebrates winning the Going for Gold P4 spend per head incentive for the North West.



Staff at Tindale Crossing Brewers Fayre get into the Going for Gold spirit.



BRAND	WINNING SITE
Brewers Fayre	Wobbly Wheel
	Ocean Park
	Royal Quays
	Chapel Brook
	Newhaven Quay
	Chafford Hundreds
	Monkey Puzzle
	Grantham
Table Table	WHCL Norwich Nelson
	Moseley Park
	Stanhope
	Rhuddlan
	Howgate Hotel
	Bishopsdown Salisbury
	Liskeard
	Belfast CC Alfred Street
Taybarns	Swansea Taybarns
Premier Inn Solus	London Hammersmith
	Hemel Hemstead Central
	Manchester City Centre (Portland Street)
	Slough
	Sheffield (Arena)

Beefeater data not available at time of going to press.



The latest Going for Gold results are now available on the intranet in *People* under *Going for Gold*

## BREWSTER BEAR BRINGS IN THE BUSINESS

Afon Conwy Brewers Fayre has been spreading the word with the help of our very own ‘Brewster Bear’ character.

The team has handed out information packs at local schools, held a fun day with the local radio station, and been invited to two events by the Mayor.

This fantastic effort, along with the team from Llandudno Premier Inn, is leading to some big growth in business and making sure everyone in the area knows our name!



## My BIG ACHIEVEMENT!



Alison May, who works at Longreach Beefeater, was the site's first Team Member to proudly wear her Steak and Wine Master badge and help lead the way – well done Alison!

She said: Steak and Wine Master has given me the knowledge I needed to deliver a truly memorable experience for our guests.

Thank you for all your fantastic story submissions! We're really keen to hear from Team Members for the next issue – so get in touch with your hints, tips, success stories and photos at [spreadtheword@whitbread.com](mailto:spreadtheword@whitbread.com) or look out for further details in 1 Weekly.