



"BOOST your sales by talking to your guests!"

CELEBRATING SALES ACTIVITY ACROSS OUR BRANDS

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Whitbread™

BEEFEATER

Brewers Fayre

Premier Inn

Table Table

Taybarns
THE ULTIMATE SATURDAY

SPREAD THE

word

LOOKING FOR OPPORTUNITIES:

**CHECK-IN CHAT
= SALES LEADS!**

**DEE +
GARY MORRIS**

**"Chitty
stars love us."**

**HOT!
TIPS**

**GREAT IDEAS TO
INSPIRE YOU**

**BUSINESS ACCOUNTS ARE HUGE NEWS FOR WHR,
WITH A FANTASTIC £4.7 MILLION CLOCKED UP
SINCE OUR GOING FOR GOLD INCENTIVE BEGAN**



The amazing efforts of Receptionist Amanda Modev have put Manchester West Didsbury Premier Inn and the Christie Fields Table Table site at the top of our league. She has won 11 new accounts so far – worth £17,000 a month – and has the same number in the pipeline.

Amanda's 'tricks of the trade' were picked up in a previous sales role – but could be used by anyone across our business. She explained: "I'm the first person the guests meet when they arrive, so I make the most of the opportunity to talk to them about their stay.

"When I'm checking people in, I find out whether they

are staying for leisure or business, and if they are business guests I'll look for signs that their company could benefit from a Business Account.

"As I'm chatting to them, I get the next piece of information – for example, the name of their sales manager – and I make sure I follow this up. I don't really see it is sales – it's just part of how I do my job. "I've also had success from contacting major customers who have not been using us recently, to re-ignite the business relationship.

"I make the most of 'quiet times' on reception to do research and make calls."



Steve Hickling,
Amanda's
General Manager.

Amanda is fantastic. The team provides all the support she needs, but her drive and determination inspire all of us to never miss an opportunity.

**BUSINESS
ACCOUNT
GURU**

**● AMANDA MODEV
● RECEPTIONIST AT
MANCHESTER WEST
DIDSBURY PREMIER INN
● 11 NEW BUSINESS
ACCOUNTS**

■ HAS YOUR CHECK-IN CHAT RESULTED IN A SALE? LET US KNOW BY EMAILING SPREADTHEWORD@WHITBREAD.COM

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

● **Dorene McDavid, Sales Manager, Chester City Centre PI Solus**

SMALL CHANGE: “Our hotel is located on a main route and we’ve taken to standing on the hotel steps and chatting to passers by.”

BIG DIFFERENCE: “We got talking to two ladies who didn’t like the restaurant at their hotel. We showed them our menus and they stayed for dinner, came again with friends the next night and told us they will stay with us next time they visit Chester in October.”

● **Sara Ward, Lead Receptionist, Bridgwater Brewers Fayre**

SMALL CHANGE: “My General Manager Michael Jeffries and I built a relationship with a local wedding venue and asked if they would recommend us to guests once their accommodation was full.”

BIG DIFFERENCE: “Two wedding parties have stayed with us already, generating around £4,000 extra income.”

● **Kate Gardiner, Deputy General Manager, Taunton Ruishton Premier Inn**

SMALL CHANGE: “Before a recent trip to Italy I got the agreement of my boss to take some time out to Spread The Word. I visited tour operators and travel agents I knew from six years spent working there.”

BIG DIFFERENCE: “I was able to secure a 28-room booking for Premier Inn, and the promise of more to come.” Magnifico, Kate!

● **Julia Williams, Deputy General Manager, The Applecot Table Table, Didcot**

SMALL CHANGE: “One of my Team Leaders, Andrea Ghica, and I spent a day supporting a community fair.”

BIG DIFFERENCE: “One of the contacts we made was from Age Concern, which now holds a monthly meeting at the Applecot with around 20 people eating off our two for £10 menu.”

“BOOST your sales by talking to your guests!”

Sharon Higham, our first Mini winner, felt she had truly struck gold when she received her prize earlier this month.

Currently at Liverpool Albert Dock Premier Inn, Sharon has built up a fantastic track record during 14 years with the company. She said: “To get the recognition at Conference was amazing but to get the car on top was unbelievable! I have a passion for winning and I want my team to succeed – I encourage everyone to live and breathe selling and try new things.”

“There are lots of new managers in the company and it’s great for them to see what we’ve achieved as a team. Since Conference I’ve been invited to visit several other sites to help spread the word.”

“By talking to our guests and understanding their needs we’ve found new opportunities to increase business. For example, our night staff are being trained to serve ‘grab and go’ breakfasts for customers who need to make a really early start.”

The bar is open until the last guests go too.

“It’s the small things that can make a big difference and showing we are genuinely interested in our guests like this is having a real impact – we’ve seen F&B sales increase 33 per cent year-on-year, which is a huge achievement.”

and there’s more . . . !

Kerry-Ann Bennett, Reception Team Leader at Liverpool Albert Dock Premier Inn, seized the opportunity to make a sale when Manchester Wilmslow General Manager Mark Brennan passed on a lead for Revolution Bars.

They needed accommodation and meeting facilities at short notice for 90 delegates visiting the city for a business review session. The outcome: Kerry-Ann grew an £8,000 booking to £10,000 and Revolution is now keen to use our services in other parts of the country.

I have a passion for winning and I want my team to succeed

● **Sharon Higham**
● **Operations Manager, Premier Inn, Albert Dock, Liverpool**

HAVE YOU FOUND A SMALL CHANGE THAT MADE A BIG DIFFERENCE TO SALES? MAKE SURE YOU TELL US ABOUT IT BY EMAILING YOUR STORY TO SPREADTHEWORD@WHITBREAD.COM.



Dear John

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

Q: Christmas is coming and we've got to get more bookings for our restaurant than last year. Any ideas on how to get a head start?

A: Why not start talking to your existing customers and also contact everyone who booked with you last year to secure repeat business? Don't forget your Premier Inn guests too. Use your BART data to identify your top customers and sell them the benefits of booking their Christmas meals and parties in your restaurant. To help you sell

Christmas bookings to our guests, training sessions for the Christmas menus are taking place this month and in October and a Christmas information pack will be available on the Intranet too, so make sure you check it out.

Good Luck!

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

TOP TIP
“A show round is a great sales opportunity so learn to do it well – visit the competition to see what a bad one looks like!”

– Jeremy Randall, Aldershot Premier Inn

HOT TIPS! some great ideas to inspire you from around our brands



Our Receptionist rang two local hotels to encourage them to send any weekend overspill to us. This resulted in us selling the 10 rooms we had free, giving us 100% occupancy and extra sales and drink revenue.

MICHELLE PHILLIPS, ABERDARE PREMIER INN AND TIRFOUNDER FIELDS BREWERS FAYRE.

We joined the local Chamber of Commerce last year for £240. This led to a networking lunch booking for 65 people at £10 per person, plus bar revenue, and we will be hosting another one this year. The membership has already paid for itself – and we’ve made lots of business contacts.

BRYAN WATTERS, INVERNESS CENTRE PREMIER INN.

I contacted some lapsed users with regards to their current needs. One of them was a man who no longer worked for the company who used to use our TouchBase facilities. After discussions I managed to block book a room every other Saturday for the next six months, bringing in business of £720.00.

LINDSEY CUMBRIDGE, TOUCHBASE CO-ORDINATOR, PETERBOROUGH PREMIER INN.



SPREADING THE WORD!

■ An eye-catching float at Stockport Carnival brought a boost in bookings for team members at the Bamford Arms Beefeater and Stockport South Premier Inn.

They decked out Deputy General Manager Bogdan Rosu's MG Convertible to promote Beefeater – and were given pride of place in the procession, carrying the carnival queen. Around 10,000 people lined the streets to watch the parade and the team gave out promotional packs – which have already attracted 22 restaurant bookings and lots of enquiries for Christmas.

Truly scrumptious



● **DEE AND GARY MORRIS**
● **£200,000 of new business**

BIG BUSINESS: WELL DONE TO LEE TURNER OF YORK NORTH PREMIER INN, WHO HAS SIGNED UP A NEW BUSINESS ACCOUNT WITH SIGNALLING SOLUTIONS WITH A SPEND OF UP TO £700,000 A YEAR. NICE ONE LEE!

Producers of the Chitty Chitty Bang Bang stage show have told Premier Inn “We love you”, thanks to the brilliant guest service provided by the teams at Plymouth Lockyers Quay and Sutton Harbour.

They looked after their guests from the popular musical show at its debut stop in July so well, Shauna Baldwin from the National Sales Team has managed to secure bookings at Premier Inns across the country for the next 15 months.

The ‘Chitty’ cast were really impressed with their stay – a booking worth £40,000. So much so that David Bell of the production crew wrote to thank GM’s Dee and Gary Morris and their teams for their ‘fantastic’ service.

The additional bookings are likely to be worth more than £200,000.

SHOOTING STARS

have you tried . . . ?

- Look inside your existing business for new sales opportunities – listen to what your guests are telling you and act on it.
- Take up the ‘F&B’ challenge – chefs at Liverpool Albert Dock are encouraged to challenge the serving staff if they put an order through that doesn’t include any extras. It’s amazing the difference this can make.
- Build a relationship with your nearest restaurants and work together, rather than seeing them as a competitor. For example, our local Pizza Express has agreed to send surplus diners on to us – and as an incentive we’ll give a free night’s accommodation during one of our quiet times to their team member who sends on the most people.

60



SECONDS WITH . . .

MARGARET BOSWELL, DEPUTY GENERAL MANAGER, EDINBURGH NEWCRAIGHALL PREMIER INN

WHAT’S YOUR BIGGEST SALES WIN/LEAD?

Helping to secure a Business Account worth £692,000, stealing trade from Holiday Inn and Best Western. This came out of talking to two guests from Construction Learning World, which does NVQs for the Construction industry and has assessors staying all over the country. I made a contact at CLW’s head office and passed the lead on to Paul Kite from the National Sales team, who progressed it to a deal!

HOW DO YOU GET EVERYONE INVOLVED IN SALES AT YOUR SITE?

We have league tables with weekly winners to encourage friendly competition. We have also set up a Business Account Table, with a call back sheet to make sure every potential lead is contacted.

WHAT IDEA HAVE YOU HAD THAT OTHER SITES COULD TRY?

If any business guests do not have a Business Account, we put BA details and a BA form in their pigeon hole and hand it to them when they collect their key.

WHAT ADVICE WOULD YOU GIVE TO OTHERS WHO ARE LESS CONFIDENT ABOUT SALES?

If you don’t like speaking to people face to face, try picking up the phone and speaking to people instead. Be passionate and confident in what you are selling. Visit some of your competitors, so you can sell the advantages of staying at a Premier Inn when challenged about what other hotels may offer.



MARGARET BOSWELL

"We've hit the Going for Gold jackpot TWICE!"



Success is a numbers game at two Brewers Fayre sites which have each hit the Going for Gold jackpot TWICE for increasing spend per head.

At Ocean Plaza Southport, team members (pictured above) win a spot on a bingo grid for every side order they upsell, with a small prize if their 'lucky number' is drawn. This has helped upselling become a way of life at the site, said Assistant Manager Peter Li.

The team spent its first Going for Gold prize on refurbishing the staff room, and enjoyed choosing vouchers with the second.

At Highwayman Brewers Fayre, St Neots, upselling is a lottery – in the nicest possible way! Side orders and drinks are printed on cards and each team member picks one at the start of a shift as his or her 'target' sale for that day. The top sellers earn the lion's share of Going for Gold vouchers.

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.

WE'RE BRINGING IN THE PINK POUNDS!



The sales team at Manchester Central Premier Inn has been going for a share of the lucrative 'pink pound'. The hotel is five minutes from the city's gay village and activities to date have included taking part in the Manchester Gay Pride Carnival Procession over the August Bank Holiday weekend.

So far they have won business worth £10,000 – with much more likely after the site was selected as a preferred provider on one of the main websites for the gay community visiting Manchester.



★ Our Going for Gold training gave Sue Davison the skills and confidence to achieve great things at the Newcastle (Holystone) Premier Inn and Stonebrook Table Table.

Lead Receptionist Sue used what she had learned to follow up on a contact who arranges coach tours from London to Newcastle. The parties now stay in the Premier Inn every weekend, resulting in business worth £13,300 so far.

■ If you have any other stories about how you've used the Going for Gold training to make a sale – make sure you let us know.

BRINGING IN THE 'GOLD'

■ Congratulations to all of our recent Going for Gold winning teams, which are listed right. 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 tell us what you've spent your vouchers on!

■ **Want to be a winning site?** Then make sure you chase after every sale, whether that be getting more hotel guests to eat in your restaurant, or grabbing business from the competition.

There are lots of tips and examples in this edition of Spread The Word – can you do even better and be a Going for Gold winning site next time? Good luck!

■ Congratulations to all of our Q2 GOING FOR GOLD Business Account winners below for achieving five or more Business Account applications. In particular, well done to Manchester West Didsbury – our star performer (see cover story)!

BRAND	WINNING SITE
Beefeater	Watermill Basildon
	Plough Ruislip
	Duck
	Heald Green
	Deer Park Livingstone
	Royal Oak Wrotham Heath
	Balmoral Inn
	Pemberton
Brewers Fayre	Great Park
	Crossways
	Cottams Field
	Worsley Old Hall
	Cotton Mill
	Brookers Oast
	Willems Park
Table Table	Cheswold
	Inn on the Park Enfield
	Bluebrick
	Arena Square
	Altringham
	Broomside Park
	Great Oak
	Carnon Inn
Taybarns	Carrickfergus
	Taybarns Coventry
Premier Inn Solus	London Edgware
	Barking
	Manchester City Centre (Portland Street)
	Dublin Airport Tulip
	Sheffield Tulip

COLOCATED

Theresa Lynch	Bristol Alverston
Gary Villiers	St Neots
Laurance Green	York North
Andi Teasdale	Aberdeen Westhill
Tim O'Sullivan	Stockport Central
Neil Miller	Coventry Airport
Dom Taylor	Gatwick Airport South

WINNER	NO. OF ACCOUNTS	BRAND
Manchester West Didsbury	11	Table Table
Southampton Airport	8	Solus
Belfast Waring Street	6	Solus
London King's Cross	5	Solus
Reading Central	5	Brewers Fayre



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