



**"Olympic efforts  
helped us strike gold"**

**CELEBRATING SALES ACTIVITY ACROSS OUR BRANDS**

ISSUE 3, OCTOBER 2009 <http://intranet/>

Whitbread™

**BEEFEATER**

Brewers  
Fayre

Premier Inn

Table  
Table

Taybarns  
THE ULTIMATE SATURDAY

**SPREAD THE**

**word**

**UNLEASH YOUR POTENTIAL:  
DEBBIE DOES  
IT WELL!**

**SUCCESS IN SALES DOESN'T ALWAYS COME NATURALLY  
– BUT IT'S AMAZING WHAT WHR COLLEAGUES CAN  
ACHIEVE WITH A BIT OF A HELPING HAND!**

**Take Debbie Carter, Lead  
Receptionist at Portsmouth Havant  
Premier Inn and Rusty Cutter  
Beefeater, who has transformed  
from shrinking violet to sales whizz  
in less than six months.**

"I found sales really hard before the Conference and have to confess I'd been feeling a bit disillusioned with my job," explained Debbie.

"I found it hard to engage my team with sales as I didn't have the confidence to do it myself."

Her 'eureka' moment came at the WHR Conference when she found herself "fixated" with Paul Flaum, our Chief Operating Officer. She came back totally inspired by what Paul had said and feeling fired up to go out and sell. And she has done just that, clocking up £120k already through a Business Account with major client Colas.

"I was excited and nervous at my first sales meeting, so I asked for support from Jo Farrand, my Regional Operations Manager," explained Debbie. "Having her

with me gave me a lot of confidence and now I'm happy to go it alone!"

Not only is Debbie now achieving great things herself, her new-found passion for selling is inspiring her team members to go for it too.

Paul Flaum said: "Debbie's enthusiasm and drive are inspirational and I'd love it if more people followed her example – we could achieve so much together!"

**■ Inspiring tips from Debbie  
and her team – see inside.**

**SALES WHIZZ**

- **DEBBIE CARTER, AGED 47 AND MOTHER OF TWO**
- **LEAD RECEPTIONIST AT PORTSMOUTH HAVANT PREMIER INN AND RUSTY CUTTER BEEFEATER**
- **£120K SO FAR THIS YEAR WITH A POTENTIAL OF £400K A YEAR**

**RYAN  
keeps  
sales  
flying**

**HOT!  
GOSSIP**

**GREAT IDEAS TO  
INSPIRE YOU**



Premier Inn

**BEEFEATER**



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

● **Marie England, Operations Manager, Manchester MEN Arena Premier Inn**

**SMALL CHANGE:** “Nick Daws, Food and Beverage Manager, and Gary Phillips, Duty Manager, organised an event for local businesses. We gave them welcome drinks, mini-tasters of menu items such as our starters and goody packs to take away that included two-for-1 breakfast vouchers, a ‘takeaway’ menu and a Premier Inn pen.”

**BIG DIFFERENCE:** “Barclay Media Ltd is having a weekly lunch at £150 and Smart Alec Dry Cleaners is coming in for weekend breakfasts once a month at £40.”

● **Sarah Sprules, Reservations, Bristol Haymarket Premier Inn**

**SMALL CHANGE:** “We often have stag and hen groups staying so I went to local nightclub Syndicate and spoke to the manager.

I arranged a deal for guest club entry and persuaded him to use us instead of another hotel for acts to stay in.”

**BIG DIFFERENCE:** “So far a Big Brother celebrity and film crew have stayed with us, bringing in £320.”

● **Kate Hayden, Monkey Puzzle Brewers Fayre and Farnborough Premier Inn**

**SMALL CHANGE:** “We had a 50th birthday in the restaurant and many of the guests were also staying with us. We opened the bar for an extra hour, as our licence allows it, and sent the hourly-paid team home. One of the team leaders and I ran the bar.”

**BIG DIFFERENCE:** “We made an extra £112.”

● **Becky Barker, Deputy Manager, Cobham Premier Inn**

**SMALL CHANGE:** Becky saw a coach of children wearing Chelsea shirts and found out they were the Adidas Soccer Group from America. She enlisted help from the team to track down a contact and give the group some information and a reference from another US soccer club who’d previously stayed.

**BIG DIFFERENCE:** The group booked in for eight nights, generating £14,400.



## Dear John

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

**Q:** After reading the first issue of *Spread the Word* I was interested in generating more business for the Premier Inn I work for. However, our hotel is not very big and the majority of our guests have a Business Account. How can I get more sales?

I’m not entirely sure either how to start up a conversation with someone then start talking about getting them to start a Business Account. I would love some help.

– Corinne Garner, Receptionist, Castle Marina Nottingham

**A:** It’s great to hear that most of your guests already have a Business Account. As we know that these customers are much more loyal to Premier Inn and our restaurants, it is really important for you to keep up your focus on looking for new customers and signing them up to this great facility. You’ll be pleased to learn that Phase 2 of our Going for Gold training is underway and is focusing on how to manage effective sales meetings with customers. In the case of Business Account, it’s all about explaining the features and benefits. Great sales meetings are about matching the customer’s requirements to our brands and products – and with some world-class training in the coming weeks you’ll be well-equipped to keep the sign-ups coming. Let me know how you get on – it’s always great to hear back from our sites.

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

## Ryan keeps sales flying!



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

**Keeping up contact with customers is a great idea – ensuring business always comes back to us.**

Ryan Peters, Receptionist, Llanelli Central East Premier Inn, who featured in our first issue, had a great result recently thanks to his focus on maintaining relationships.

Previously we reported how Ryan won £2,500 from a local conference centre. In order to maintain a strong link with Parc y Scarlets Stadium, Ryan invited the venue’s event co-

ordinator for a show around and free night’s accommodation – which she absolutely loved!

The next day, Ryan received a message about a forthcoming conference with the company wanting to book 150 rooms – generating £8,850 of business.

Ryan commented: “This is another fantastic result from our partnership with the Scarlets Stadium – plus we have another three conferences waiting to be confirmed in the stadium in the first six months of next year!”

**BIG BUSINESS:** ANGELA HEBDEN AND DAN PHILLIPS, NATIONAL ACCOUNT MANAGERS, HAVE SIGNED A FIXED RATE CONTRACT WITH B&Q, PART OF THE KINGFISHER GROUP, IN RETURN FOR AN ESTIMATED SPEND OF £1.2M IN ONE YEAR. THIS LINK WITH KINGFISHER HAS ALSO MEANT THAT ANOTHER OF ITS COMPANIES, SCREWFIX, HAS ALSO SIGNED UP, SPENDING APPROX £750K IN THE FIRST YEAR. CRACKING JOB GUYS!

We’re working on lots more ways of bringing in business!



**TOP TIP**  
“Always offer customers a coffee after their meal. Even if they’re full up they may be tempted by a hot drink – especially a Costa one!”  
– Julie Ferguson, Team Member, Old Barn Beefeater, Milton Keynes

## “Debbie inspired us to go out and sell!”

Debbie Carter turned her career around after being inspired into sales while at our Conference. No one was more surprised when she turned into a ‘super seller’ than Debbie herself – and now she’s inspiring her whole team!

Debbie found her chance to shine when she spotted an opportunity to secure a Business Account with major client Colas. Using her new-found determination, she set up a meeting with the company’s Finance Director, where she explained all the benefits of signing up to a Business account, as well as showing she could save Colas £10 per booking by not using a booking agent. The meeting was a great success and Debbie came out of it not

only with one Business Account in the bag but with the confidence to go on to even greater things!

“I really enjoyed the meeting. I was buzzing and wanting to go out and sell more, which helped me get the team fired up about it as well,” said Debbie. “My GM, Paul Banks, has given us lots of encouragement and now we’re working on lots more ways of bringing in business.

“The really exciting thing about this is that there is no magic in what we’re doing – anyone can do it with a little help from their friends!”

Paul Banks commented: “It’s fantastic to see the transformation in Debbie and her team – they’re really up for the challenge!”



**SPREADING THE WORD!**

A series of meetings with the managing director of Concorde Conferences has secured Helen Giddings and the team at Manchester Airport Premier Inn a 300-room booking for January 2010. A further 50 rooms are still required: the team is currently assisting the room booker in finding an alternative Premier Inn within the area, so if you can help, let Helen know!

# 60



## SECONDS WITH ...

PAULA WILSON,  
REGIONAL SALES  
MANAGER,  
OPERATIONS,  
SOUTH



## PAULA WILSON

### HOW DO YOU GET GMS AND SITES INVOLVED WITH SALES?

If I’m doing appointments, I’ll try and get the customer in to the local Premier Inn so I can introduce the GM. I also try and attend regional meetings.

### WHAT ARE YOU WORKING ON TO HELP SITES INCREASE SALES?

We are trying to offer more sales tools that will be really useful for sites. At the moment we’re working on a presentation that includes the full Whitbread history and information on our products, which should help sites gain a wider understanding of the business and will be good for training. My team can also help sites out by making appointments for them and developing accounts.

### WHAT ARE YOUR TOP TIPS FOR NERVOUS SELLERS?

Remember to smile, make eye contact and try to get involved in conversation. It doesn’t have to be about business; it’s surprising how much information you find out from having a general chat! Once you’ve increased your confidence by finding a few sales leads, you’ll be more likely to step out of your comfort zone.

### WHAT ARE THE MOST IMPORTANT SKILLS WHEN IT COMES TO SALES?

I think it’s important to think about the bigger picture – we’re all selling Whitbread and there’s a lot to learn from the different brands. Determination and teamwork are other really important factors.

## HOT gossip!

check-in chat brings in the business...

£3,000 wedding

**Monkey Puzzle Brewers Fayre and Farnborough Premier Inn** Receptionist Louise Hall’s check-in conversation came up trumps when she discovered a customer had come straight from the ‘hotel from hell’ – where her son had booked his wedding reception!

Deputy General Manager Kate Hayden spoke to the customer at breakfast and convinced them to change the venue – bringing in £3,000.



**new bookings**

When a flustered-looking businesswoman came into **Bristol Haymarket**, Team Leader Joanne Hulme sympathetically listened about her long journey but also noticed she was paying on a regular credit card. Joanne told her about the benefits of our Business Account and got the guest to sign up. She has since made bookings up until December. Nice one!



**business account**

**Bristol Filton** Receptionist Morgana Davies has totted up £2,376 thanks to check-in chat. Morgana discussed Business Accounts with a customer, finding out his company uses hotels all over the country. Morgana then passed his details on to fellow Receptionist Kerry Durcan who followed up with a phone call and successfully completed an application. Well done ladies!

have you tried . . . ?

- Sending out Christmas cards and menus to potential customers to get bookings in early.
- Looking out for sports tournaments coming up in your area, then trying to get clubs from each region to use Premier Inns.
- Set up breakfast meetings for all the bookers so they can see how good our ‘all-you-can-eat’ breakfast is. Do a show around the Premier Inn to see what fantastic rooms we have, with a questionnaire for feedback to see if there is anything else we can upsell.

**Debbie’s top tip for shrinking violets**

**Take the bull by the horns and go for it. There are bound to be knock backs but just move on to the next sale and keep going. You will get there!**

WHAT’S INSPIRED YOU TO SALES SUCCESS? LET US KNOW BY EMAILING SPREADTHEWORD@WHITBREAD.COM



# "Olympic efforts helped us strike gold"



**When Leicester Central Premier Inn discovered the Special Olympics was going to be held in the city, the team decided it wasn't just the athletes that would be Going for Gold!**

After getting in touch with the organisers, Liz Pawley, General Manager persuaded the event co-ordinator to drop by. Liz then went all-out to convince her that Premier Inn was the best bet for accommodation, thanks to its great location and restaurant near to the major

events they were holding. Liz also got ahead of the competition by guaranteeing great prices across the week and sneakily explaining that other hotels would hike up their prices for the event, so they needed to book immediately!

Lead Receptionist Gaile Barrs (with help from Paula Dyson) then took the baton, calling the contact on weekly basis until the bookings were in the bag.

Gaile explained: "We ended up with 44 bookings, the majority staying for seven nights, and an income of £11,415."



**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.**

## 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](mailto:spreadtheword@whitbread.com). Tell us who you are, what you did differently to ensure your site topped the league and 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!

BRAND	WINNING SITE
Beefeater	The Albert
	Crooked Billet, Iver
	Duck
	Anchor
	Deer Park, Livingstone
	Manor Farm
	Spruce Goose
Brewers Fayre	Pemberton
	The Oaks, Norwich
	Whittle Inn
	Old Brickworks
	Craigside Inn
	Mains of Balquham
	Mulberry Inn
Table Table	Inn on the Quay
	Watermill
	WHCL Norwich Nelson
	Red Lion, Stratford
	Kingswood
	Victoria Dock
	Mill of Mundurno
Taybarns	Red Lion
	Treffry Tavern
	Belfast CC WaringStreet
	Barnsley
	London Elstree/Borehamwood
	Norwich City Centre (Duke St)
	Manchester City Centre (Portland Street)
Premier Inn Solus	Bristol Cribbs Causeway
	Sheffield Meadowhall

COLOCATED	
Theresa Lynch	Bristol Fliton
Gary Villiers	Kings Langley
Laurence Green	Chorley South
Andi Teasdale	Washington
Tim O'Sullivan	Manchester Middleton
Neil Miller	Leicester South Oadby
Dom Taylor	Croydon West

## KIM'S GONE 'GUEST OBSESSED'!



★ Being 'guest obsessed' has helped GM Kim Bowkett and her team at Caerphilly Corbetts Lane Premier Inn win more than £20,000 of business through global pharmaceutical company Norgine.

The first step was to persuade Norgine, which has a manufacturing plant at Caerphilly, to switch from using other local hotels. The second was to keep guests coming back by offering extra services such as washing clothes, arranging bus timetables and keeping their food in the hotel fridges. Cool move, Caerphilly!

■ 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

## My BIG STEAL



“Debbie Shelly, who works at Southampton Rownhams Premier Inn, went out of her way to please a Business Account customer from Travelodge who called in because his usual accommodation was full. The result? He was convinced to switch his Business Account to Premier Inn, and has already spent more than £400. Nice work Debbie!”

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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](mailto:spreadtheword@whitbread.com)