

CELEBRATING SALES ACTIVITY ACROSS OUR BRANDS

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Word



BUMPER
CHRISTMAS
EDITION

TEAMWORK STRIKES GOLD: DOUBLE ACT WINS BIG!

PERFECT
PARTNERSHIP

- 
- SHEILA BLACKMORE AND CAROLINE BOWEN RECEPTIONISTS, MAIDSTONE (ALLINGTON) PREMIER INN AND SIR THOMAS WYATT BEEFEATER
 - MORE THAN £15,000 OF GROUP BOOKINGS ALONE

PASSION, ENTHUSIASM
AND SPREADING THE WORD
– IT'S ALL IN A DAY'S WORK
FOR SHEILA BLACKMORE
AND CAROLINE BOWEN.

Sheila and Caroline, receptionists at Maidstone (Allington) Premier Inn and Sir Thomas Wyatt Beefeater, have had great sales successes this year.

Attending wedding fayres in the spring ensured bookings were in the bag – netting £1,051 in May, £1,424 in September and confirming an Indian wedding for 2010. Groups bookings have also **boosted business** – from a fishing club splashing out £2,242 to Tottonians Rugby Club hammering home £1,180. Sheila and Caroline also constantly plug the Beefeater

meal deals and new menus to guests.

Caroline, who has recently completed an NVQ in Front Office, said: "My advice is to never say no to groups and make sure you give them really great service so they come back."

Sheila added: "Going out on our first sales call was daunting, but afterwards we just wanted to get out more! For anyone unsure about selling, the main thing is to open the conversation with an icebreaker, we find bringing cake works! Then just be yourself and talk with **confidence** and **passion** about your business."



Conversation Que

I now ask every guest who checks in if they would be interested in the meal deal, showing them the menu and saying how cost effective it is. In one day I sold six meal deals, making £120.

– Sam Appleby, Receptionist, Premier Inn Portishead and Gordano Gate Brewers Fayre.



- Joanne Hulme
- Team Leader, Premier Inn, Bristol Haymarket
- Business Account guru

Speak to your customers like they are your best friend and make sure you stay in regular contact

Conversation queen Joanne Hulme, Team Leader at Bristol City Centre Haymarket Premier Inn, knows how good customer relationships keep business coming in.

Joanne's knack for casual conversation came up trumps recently when she convinced a training company, who were using another hotel chain, to go purple. Lime Solutions,

whose trainers will stay a minimum of two weeks a month, also signed up for a Business Account.

Another string to Joanne's bow is her eye for potential new business – simply by keeping up to speed with business news, such as companies opening new premises.

Joanne explained: "While checking in two guests, I noticed they worked for restaurant chain Brassiere Blanc, who I knew were opening new restaurants around the UK. I decided to look into this and promote the Business Account card. After several conversations, selling them all the benefits the account has to offer, I signed them up and confirmed £1,100 of revenue."

Joanne commented: "I just speak

TOP TIP

"Go out to see companies in small groups to make sales less daunting for those who are shy."

– Mandy Bambrough, Taybarns, South Shields

Welcome to our special bumper edition of Spread the Word!

As the busy festive season is nearly here, we decided to pack all the sales information and tips you need into a fantastic double issue – designed to help your team have a very merry Christmas.

Our festive edition is the fourth Spread the Word newsletter you will have received – and we really want to hear what you think! Let us know by emailing spreadtheword@whitbread.com

Have a great Christmas!
Priya Kaler, Editor



Dear John

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

Q: I am keen to improve my sales techniques and generate more sales for my site. I know that Business Accounts can help with this. What tips do you have to help me explain the benefits to our guests?

A: You're right, Business Accounts are hugely beneficial to our business and to our guests, which is why we've been making some changes. We're launching a new Business Account website shortly, with improved functionality and additional features to make opening and managing an account even easier for our guests.

To help you sell these new benefits to our guests, each site will receive a DVD showing the step-by-step process of the guest journey. This will include links from the account management section.

The DVD really highlights these fantastic new features along the way so is a great tool to help you and your teams learn about the new features. Please make sure you use the DVD to help you sell in the Business Account facility to all business guests. The more approved applications you secure the greater your chances of being one of our GOING FOR GOLD winning sites!

Look out for your DVD and briefing pack early December.

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

en!

CHAT INESS"

to them like they are my best friend, highlighting the benefits of Business Accounts such as free sign up. Once I have told them this, I contact them again and have a general conversation, starting with some chitchat like the weather and what they have been doing. Once I have established a relationship, I just keep up the contact."

have you tried...?

- Getting in touch with companies that place one-off or small bookings. They may have potential business waiting to be dished out to you or other sites – especially if they are unhappy with the hotels they usually use.

Bring them back!

Premier Inn Cardiff (Roath) Team Member Mark Dudley had a great result when he called a dwindling Business Account customer, securing a six-week booking worth £2,409. What's more there is potential for more bookings every month across the Premier Inn estate – well done Mark!

WaterAid

Wearing our bobble hats for a good cause!

The May Tree Table Table has celebrated its first birthday with a 24-hour static bike ride. Totting up 1,164 km, beating the distance between the brand's most southerly and northerly restaurants, the team raised £765 for charities ShelterBox, WaterAid and the Precious Lives Appeal, and spread the word with some fantastic press coverage for the site!



Bridgend Premier Inn and Pantruthyn Farm Table Table has also been doing its bit to spread the word while supporting WaterAid – raising £98 with a fun-filled Elvis night.



SPREADING THE WORD!



Cath Evans, Head Housekeeper at Caerphilly Crossways Premier Inn, has been busy **boosting Christmas sales!** She came up with a plan to tie in her second job – as an Avon rep – with spreading the seasonal word, popping Festive Feast and Christmas Day leaflets into deliveries. Ding dong!

THE LOOKING LOCAL LOW DOWN FACTOR

SOMETIMES THE BEST BUSINESS OPPORTUNITIES ARE RIGHT ON YOUR DOORSTEP – DO MAKE SURE YOU LOOK LOCAL AND DON'T MISS OUT!

● **Leanne Murphy, Assistant Manager, Swindon West Premier Inn and Lydiard Beefeater**

LOCAL EYES: "A company were doing motorway works near us. They had two rooms booked but I called them to see if they needed other rooms."
GREAT RESULT: "A total of 11 rooms for four nights a week until mid-December – netting £10.5k."



● **Ciarhan Webb, Assistant Manager, Caerphilly (Crossways) Premier Inn and Crossways Brewers Fayre**

LOCAL EYES: "A lady came in to see if she could park five wagons in our car park. I found out they were for a period drama being filmed locally."
GREAT RESULT: "We negotiated a car park rate of £250 and asked the crew in for a drink – they came and spent £100."



● **Matt Hutchings, General Manager, Sheffield City Centre (St Mary's Gate) Premier Inn**

LOCAL EYES: Matt arranged to meet the Business Account customer from the Yorkshire Ambulance service to see if they needed anything else.
GREAT RESULT: He discovered only half their business had been placed with Premier Inn and stole an extra £55k from Holiday Inn!



● **Kathryn Walker, General Manager, Carlisle M6 J44 Premier Inn**

LOCAL EYES: "I told my friend about a wedding we had recently at the hotel, including how good value for money we are and what an effort we went to."
GREAT RESULT: "My friend booked her wedding with us – 50 bedrooms, meal for 85 and 125 evening guests. The balance is about £8,500."



Leicester's lucky charm



Assistant Manager Donna Kemble's proactive approach to capturing business is dramatically helping to boost the fortunes of Leicester Braunstone Premier Inn and Observatory Beefeater.

Key to Donna's success rate has been **grabbing opportunities** when they come her way. Take the Special Olympics – held recently in Leicester and attracting people from all over the world. Donna secured large group bookings – driving occupancy to more than 90 per cent.

A massive booking has also recently come in from DeMontford University, after guests from the Special Olympics booking were so wowed by the service they received. Watch this space for more info in our January edition.

Donna said: "My tip is get to know every customer like a friend, it makes it much easier to make a sale if you they enjoy having a chat with you."

MY MOTTO BY DONNA KEMBLE, AM LEICESTER BRAUNSTONE: GIVE GREAT CUSTOMER SERVICE AND GUESTS COME BACK, BUT WOW THEM AND THEY'LL SELL US TO OTHERS TOO!

EVENTS ROUND-UP

1 We're all going to Wembley

A huge team effort at the London Wembley Stadium Premier Inn over the summer saw a massive £100,000 pulled in over 10 days by focusing on what events were happening at near-by Wembley Stadium.

The campaign kicked off with AC/DC – with the bar bill topping £12,000 in a night plus £3,000 coming in from car parking.

A string of Take That concerts also got revellers in the party spirit, with the Wembley team raking in £19,000.

However, it wasn't all about sales – the big-hearted team

also raised a whopping £2,890 for WaterAid.

2 Birthday celebrations for Beefeater

The Plough Beefeater in Dover celebrated its 35th birthday in style in October, bringing some early Christmas cheer and spreading the word in the local town centre.

3 May the sales force be with you!

A two day event held over a weekend at Premier Inn

Newcastle Centre, saw the hotel invaded by actors and characters from the Star Wars movies and Doctor Who – bringing in about £8,500!

4 PR-tastic Caernarfon

Guests have been flocking to Caernarfon Premier Inn and Harbour Table Table after the team managed to bag some free advertising on the local Heart radio station – some of it thanks to their Jim Royale look-a-like!



An action-packed year

Looking back at how your hard work has been rewarded

GRABBING A SLICE OF THE ACTION!



Stealing from the competition!

Well done to Laura Cowell, General Manager Premier Inn Chorley South, and Louise Burr, General Manager Premier Inn Chorley, whose **powers of persuasion** resulted in winning a large tender for the company Independent Inspections/ANSA.

The deal will see six of our hotels in the Chorley area used for all of the company's booking requirements. What's more we beat off competition from Holiday Inn AND Marriott to bag the business.

Regional Account Manager Jacqui Wallis

commented: "They sold all the hotels as passionately as if they were their own!"

Proving we are the best

Proving the Midlands Solus region has more to offer our guests than any of our competitors comes easily to Sam Taylor, Operations Manager at Premier Inn South Mimms/Potters Bar.

While calling lapsed users, she spoke to a company called Sound Craft and found out they had decided to use local hotel the Day's Inn. Sam secured the deal by driving home how Sound Craft would have everything under one roof at South Mimms/Potters Bar – along with a happy and helpful team! Watch this space for more info in our January edition.

Pedro Mendes, General Manager, explained what's come of Sam's hard



work: "We have now received 15 rooms, two nights a week, every week until 20 December, all with the £20 meal deal. The total revenue from this booking is £25,000!"

TOP TIP: "Be passionate and believe in our product and offering...then it just comes naturally to sell it!" – Pedro Mendes, GM, Premier Inn South Mimms/Potters Bar.

A great steal from Travelodge

Sandy Bemister knows how a little bit of promotion can go along way when it comes to bringing in the business.

After Sandy, Lead Receptionist at Premier Inn Oswestry and Oswald's Cross Table Table, contacted an organiser of the Eistedfod music festival at Llangollen, the site was awarded five rooms although the contact had never used Premier Inn before.

However, the business didn't stop there and they came back for more – calling Sandy to reserve 26 rooms for five nights next year worth £7,000. The group are also very interested in the meal deal – which could potentially bring





ar, so far!

making a difference



in another £3,000. The icing of the cake is that the contact has moved business on block from Travelodge. Nice work Sandy!

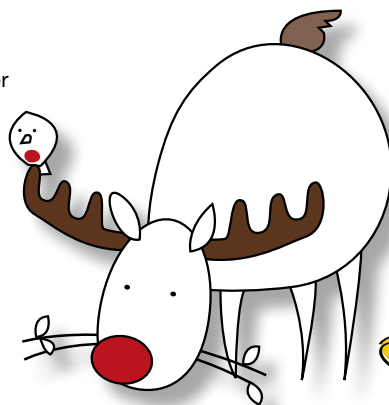
The breakfast club

Team Leader Jason Humphries struck **gold** recently when he got chatting to a guest enjoying an evening meal at the O'Bridge Brewers Fayre, Taunton. The guest regularly attended a breakfast club meeting at Taunton Holiday Inn but had been disappointed with the service. Seizing the opportunity, Jason explained how the O'Bridge hosted a club for 4Networking, one of the best business networking groups in the country.

Helen Redford, Deputy General Manager, went on to deliver an impressive sales pitch over an 'all you can eat' breakfast.

The guest has now given notice to Holiday Inn and started hosting meetings at the O'Bridge in November – generatating £7,500 of revenue.

TOP TIP: "Find out the location of your nearest Business Network International breakfast club and steal the business from whoever is hosting it!" – Mark Hayles, GM, Brewers Fayre.



WEDDING WONDERS



First wedding for Bridgend



Premier Inn Bridgend and Pantruthyn Farm Table Table got into the wedding business in October – hosting their first ever wedding meal and reception.

The ceremony was held round the corner from the hotel, with the happy couple and guests coming back to Table Table for their wedding meal, followed by an evening buffet and disco.

The huge success brought in about £2,000 in food and beverage sales, £1,470 in accommodation plus 30 breakfasts. Here's hoping this wedding is the first of many!

Wedding breakfast

The team at the John Milne Table Table and Rochdale Premier Inn were only too happy to oblige when a large party on its way to an Indian wedding celebration stopped off for a spot of breakfast. The wedding was one of three ceremonies to have taken place this year, with parties continuing to come back to the site time and time again as word spreads between friends and families about our great service and food.

General Manager Barry Openshaw commented: "We're thrilled, as this year the parties have generated in excess of £3,000 in food and beverage sales."



Spreading the Word

Sara Ward, Lead Receptionist at Bridgwater Premier Inn and King Sedgemoor Inn Brewers Fayre, has been taking a stand – at a wedding fayre that is!

Her efforts at a local event in October saw Premier Inn goodie bags handed out to visitors and she also organised a prize draw for money off a meal to get those all important contact names in.



Successful event

The team at Ormskirk Premier Inn and Morris Dancers Beefeater have been making the most of their close proximity to a busy wedding venue – getting in there to **Spread the Word** about what a great venue they can provide.



Wales goes wedding crazy

Wales got in the wedding spirit in September, when 20 sites got together to attend the CIA wedding fayre. A proactive team of 14 had potential customers **buzzing** with **excitement** about all things Whitbread – and no one got past without hearing about Christmas, restaurant meals, and Business Accounts – as well as weddings!

Christmas crackers

Spreading the festive word across the WHR family



What a cracker!

Artistic staff at Premier Inn Ashby de la Zouch and Flagstaff Island Brewers Fayre made a creative cracker to hang on the wall – showing the team how they are doing on their sales targets.



FESTIVE CHEER BRINGS IN BOOKINGS!

Spreading the festive word has been top of the agenda for the food and beverage team at Premier Inn Nottingham West and Millers Barn Beefeater.

Waitress Amanda Barron and Bar Team Member Angela Pickford got in the **Christmas spirit** and dressed up as Santa and an elf to distribute Christmas leaflets and talk up Millers Barn's festive offering.

Following Amanda and Angela's great example of spreading **festive cheer**, the site held a Christmas sales day, resulting in 72 bookings. Looks like the team is going to be having a very merry Christmas!

TOP TIP
"Spread the festive word by catching early transport users and people on their way to work."

– Adele Hargreaves, DGM,
Premier Inn Nottingham West
and Millers Barn Beefeater



Barn

CHRISTMAS PREVIEW

Table Table customers were given a glimpse into the world of Christmas thanks to preview days held to kick the season off.





All I want for Christmas . . .



John Forrest

*Brand Operations Director,
Table Table:*

Thank you for all your hard-work so far this year and your dedication to Going for Gold. My three Christmas wishes are: Double our covers on Christmas Day, an extra £5,000 turnover in P10 and sell an extra room every night. Good luck



Simon Ewins

*Brand Operations Director,
Taybarns*

This has been a momentous year for our Taybarns and Premier Inn sites. Thank you all for your fantastic commitment and support throughout a hugely busy year. Let's go for it in P10 and Spread a Festive Word this Christmas.



Tim Bowley

*Brand Operations Director,
Beefeater:*

Christmas to me is our biggest opportunity to delight our guests. We are THE celebration brand. Let's try to treat every guest as we would a friend at Christmas and show them what a great place Beefeater is to be.



Peter Blake

*Brand Operations Director,
Brewers Fayre:*

My 'Christmas Wish' is for Brewers Fayre to smash its sales targets and for our teams to be totally Guest Obsessed, ensuring that every one of the 1.4 million guests expected to visit us has a fantastic time. My sincerest best wishes to all our teams and their families.



Adam Nicholls

*Brand Operations Director,
Premier Inn Colocated:*

'Tis the Season to be kind and fair, but don't forget to Grab Market Share! Have a wonderful Christmas and stay warm from the cold . . . and lets always keep GOING FOR GOLD!



Nic Brown

*Brand Operations Director,
Premier Inn Solus:*

With Christmas around the corner, my wish is for you to Spread The Word about our £29 room offer. Be truly Guest Obsessed over the festive period so they won't ever want to stay anywhere else. Thank you for all your hard work this year and best wishes to you and your families for a great Christmas.

Food for thought . . .

Team members at Premier Inn Stirling and Pirnhall Brewers Fayre have been hitting the streets in food and Christmas fancy dress to **Spread the Word.**



The Brewers Fayre Christmas song!

Why not take some inspiration from the Going for Gold workshop in Sheffield where one musical Brewers Fayre team got tuneful...

"Well I wish it could be Premier every day,
Don't forget the Brewers Fayre there when you stay.
They've got beer and wine and two for nines when you stay,
So let the tills ring out this Christmas!
Oh will we win the MINI this Christmas?!"
Sung to the tune of 'I Wish it Could be Christmas Every Day'



sley bags the bookings

Barnsley Taybarns and Premier Inn Sheffield/Barnsley looks set to have a great Christmas – with the team confirming bookings for 539 guests by the end of October alone!

General Manager Tony Devaney explained: "We called all our guests from last year, ensuring we knew details like their party size and table requirements before ringing, which really **impressed** them. We're aiming to beat last's year's Christmas Day figure, which we're well on track to do.

The key is being well prepared and organised so we've doing things like role play between staff to try and encourage people to book within certain time slots."



"Helping your spend-per-head SKY ROCKET!"



Paul Hooker's Brewers Fayre team - getting into the Going for Gold Christmas Spirit.

We have already seen some fantastic results come out of the Phase 2 training – see below. Here's a round-up of some of the key points, designed to help your spend per head sky rocket . . .

Highlights:

★ Knowing a bit about your guests will help the conversation flow so make sure you ask a few questions, such as if there is a special reason for their visit. The more comfortable a guest is with you, the more likely they are to ask for your advice and menu recommendations.

★ It's also essential to get to know your menu and wine list, giving you the confidence to answer questions and make suggestions, such as what wine to have with a meal. Make sure you find out about the day's specials, try and taste different dishes and ask your kitchen manager to talk you through the menu.

★ Once you've got an understanding of what's on offer to our guests, you'll be able to suggest suitable starters, side orders, desserts and wine to help enhance your guests' experiences – and from there the sky's the limit when it comes to spend per head!

We know that sales can be daunting, but those of you who have seen the Phase 2 Going for Gold Training DVD (ask your GM if you haven't) will understand that holding an effective pre-session brief (or buzz session) as a team is really effective.

It can help you increase your spend per head and your TIPS! You may not feel comfortable or confident upselling to guests in your restaurant BUT DID YOU KNOW that research shows that a massive 88 per cent of our guests actually value team members who suggest alternative products? So what are you waiting for? Watch the DVD, make upselling part of your day-to-day role and you really will help us smash the competition.

TOP TIP: Note down important information during your pre-session brief, such as specials, names of guests and reasons why they are visiting, as well as your sales targets.

Don't know anything about the Phase 2 Going for Gold Training? Your GM or DGM should be holding short-take training sessions with you using the tools they have been given, including a great DVD which demonstrates how to increase your spend per head and increase your chances of being a Going for Gold winner – Speak to your GM today!

Training in action – proof it works!

David Greenall, DGM, Hereford Premier Inn and Starting Gate Beefeater:

"Tonight I committed to holding a pre-session briefing and what a difference it made. The team were wowed from the start, it lasted no more than 3-4 minutes and we even tried the new duck special. Jennifer went on to increase her average spend per head that night to £18.01 and Victoria achieved £20.12. That's a massive £2 increase on their averages! Thanks for the encouragement – we've really seen the benefits."



Going for Gold winners

We asked two period six winners how they came up trumps:

Jez Randall, General Manager, Aldershot Premier Inn and Willems Park Brewers Fayre:

"Each shift the team had a different target to hit, for instance Monday lunch they'd be tasked to sell size extra portions of garlic bread. This created a friendly rivalry and drove every person to net a fantastic result."



Dave Vaughan, Enfield Premier Inn and Inn on the Park Table Table:

"We used the **shift briefing** to ensure the team was aware of what specials to sell. Bar training was also given to ensure 'large' was the new standard and 'double up for £1' became second nature."

BRINGING IN THE 'GOLD'

PERIOD 8

BRAND	WINNING SITE
Beefeater	Oakley Hay
	Plough Ruislip
	Barn Solihull
	Heald Green
	Yeadon Stoops
	Royal Oak Wrotham Heath
Brewers Fayre	Balmoral Inn
	Coach and Horses
	Coach & Horses
	Rising Sun
	Preston Farm
	Brocklebank
Table Table	Pirnhall Inn
	Windsor House
	Goffs Park
	Burton House
	Strawberry Field
	The Oakwood
Taybarns	Hornbeam Park
	Swinging Bridge
	Discovery Quay
	Holes Bay
	Callywith
	Antrim
Premier Inn Solus	Taybarns Swansea
	London Docklands (Excel)
	Leicester (Braunstone South)
	Manchester Trafford West Pl
	Bournemouth Central (Tulip)
	Sheffield (Arena)

COLOCATED

Theresa Lynch	Bridgend Central
Gary Villiers	Coventry Airport
Laurance Green	Chorley North
Andi Teasdale	Newcastle South
Tim O'Sullivan	Stafford Hurricane
Dom Taylor	Southend on Sea

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