

Sample HLD Form

High-Level Design | 07.08.24 | Duration: 5 hours

PROGRAM OBJECTIVES

This instructor-led training session will help General Managers and Sales Leaders improve performance by leveraging the tools and resources available. This will be accomplished through engaging activities and peer-to-peer learning.

BUSINESS OUTCOMES

- Drive Extended Stay performance
- Create a more ideal mix of business across the board
- Enhance the delivery of service for Extended Stay guests

PRE-WORK ASSIGNMENTS

- Participants to bring most recent SWOT analysis

SECTION	DESCRIPTION
<p>INTRODUCTION</p> <p>5 minutes</p>	<p>Section overview: Facilitator welcomes participants to the session and reviews the agenda.</p> <ul style="list-style-type: none"> • Welcome <ul style="list-style-type: none"> ○ Facilitator introduction and credentials ○ Facilitator introduces a high-level overview of the workshop and sets expectations for timing, breaks, etc. • Expectations <ul style="list-style-type: none"> ○ Stay engaged and present ○ Silence your cell phone ○ Assume positive intent and value the perspectives of others ○ Actively participate in activities



- Review agenda
 - Introduction
 - The importance of Extended Stay
 - Selling Extended Stay
 - Serving Extended Stay guests
 - Action plans and next steps

Transition: Let's get started with understanding our Extended Stay Brands and what sets them apart.

<p>FEATURES & BENEFITS</p> <p>15 minutes</p>	<p>Section overview: This section introduces what differentiates Extended Stay brands from other brands and makes each brand unique.</p> <ul style="list-style-type: none"> • Facilitator will briefly explain Brand identity and the key concepts that make each brand unique. • Explain the consequences of failing to deliver on Brand promises. <p>Group activity:</p> <ul style="list-style-type: none"> • Facilitator will instruct participants to introduce themselves to their table. • Each table will be given a set of cards. Each card will contain one feature or benefit provided by a specific brand or a component of the Extended Stay model. • Participants will work together to sort the cards into the different Extended Stay brands • Each table nominates a spokesperson to share back with the larger group <p>Debrief: Facilitator debriefs the activity by leading a conversation around the value of Extended Stay, and the unique features of each brand.</p> <p>Transition: Now that we know what makes Extended Stay unique, let’s look at what makes Extended Stay business so valuable.</p>
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<p style="text-align: center;">EXTENDED STAY VALUE PROPOSITION</p> <p style="text-align: center;">60 minutes</p>	<p>Section overview: This section will demonstrate the value that Extended Stay business brings.</p> <ul style="list-style-type: none"> • Facilitator explains that before a property can perform, leadership must understand the value of Extended Stay business. • Explain that Value is not only found in top-line revenue, but also in bottom-line profit. • Explain that many factors besides the rate, like length of stay, can affect profitability. <p>Group activity:</p> <ul style="list-style-type: none"> • Each table will be given a set of 10 sample accounts to consider. Each sample account will have details like rate, average LOS, length of the project, etc. • Participants will have to decide as a group to accept 6 of the contracts and reject 4. • Once selected, each group will calculate the top-line revenue earned from each contract they chose. • Next, participants will be given information on operating costs to service each account. • Groups will calculate the cost of servicing each account to arrive at a bottom-line profit or loss. <p>Debrief: Facilitator will ask each table to share which contracts they chose and what their top-line and bottom-line revenue numbers were. Discussion will demonstrate the value of Extended Stay business and operational efficiency.</p> <ul style="list-style-type: none"> • Award a small prize to the table group with the highest bottom-line revenue from this activity. <p>Transition: While we recognize that each property and each market is unique and has their own goals, you can see that the Extended Stay model has the potential to drive results for your hotel. As we head into our morning break, begin thinking about your current mix of business and how you might create a more ideal mix of business after today's session.</p>
<p style="text-align: center;">BREAK</p> <p style="text-align: center;">15 minutes</p>	



SELLING EXTENDED STAY

45 minutes

Section overview: This section will set the foundation for Extended Stay sales.

- Facilitator will briefly refresh/review the basics of selling Extended Stay hotels.
 - Become an expert
 - Know your brand, hotel, market, and competition
 - Define your target
 - Skill up
 - Leverage your brand resources
 - Know what tools are available and how to use them
 - Sharpen your digital presence
 - Leverage brand loyalty
 - Prospect persistently
 - Know what makes you special
 - Maintain and infiltrate best accounts
 - Leverage your team
 - Inspire your team to drive guest loyalty and repeat business
 - Provide recognition

Transition: Having a good understanding of Extended Stay sales. But it's even more important that you have a solid grasp of what this means for your hotel. Let's take a little time and identify what makes your property valuable to an Extended Stay guest.

Group activity:

- In table groups, have participants review their most recent SWOT analysis.
- Participants should look for opportunities to gain more Extended Stay business.
- Based on their SWOT, learners will define their own unique value proposition for earning Extended Stay business.
 - Sounds like: We (do what) for (Extended Stay guests) by (doing what).
- Using this value proposition, ask each participant to create an elevator pitch for selling their property to Extended Stay clients.

	<p>Debrief: Facilitator will ask for one or two volunteers to share their elevator pitch.</p> <p>Transition: I know that you already know how to do your job. We're not here today for me to teach you how to sell. But we are here to help you to get even better at selling to an Extended Stay clientele. When it comes to selling, the very best ideas and suggestions that you hear will come from your peers – the people in the trenches with you who are also selling in an Extended Stay market. With that in mind, I'd like to take a little time here and give you the chance to share with each other your favorite tools and resources. What are your best practices to win Extended Stay business?</p>
<p>FLIP CHART FLIP</p> <p>45 minutes</p>	<p>Section overview: This section will explore the tools and resources available to drive local sales. It will also allow participants to share their own best practices and ideas.</p> <p>Group Activity:</p> <ul style="list-style-type: none"> • Prior to the session, prepare 4 flip charts and place them around the room: <ul style="list-style-type: none"> ○ Become an expert ○ Leverage brand resources ○ Prospect persistently ○ Leverage your team • Divide the group into 4 equal groups. • Assign each group one flip chart to start the activity. • Instruct each group to come up with as many tools, resources, and best practices for their topic before they hear music playing. When they hear music begin to play, they will need to move to the next flip chart. • Wait 7-10 minutes before playing upbeat music and instructing teams to rotate to the next flip chart. Instruct groups to read what the previous team has written and then add as many tools, resources, and best practices for that topic as they can think of before music plays again. • After about 5 minutes play upbeat music and instruct teams to rotate to the next flip chart. Continue until each group has "visited" each flip chart. • Ask each group to nominate a spokesman to debrief their final flip chart.



	<p>Debrief:</p> <ul style="list-style-type: none"> • Facilitator will ask each spokesperson to review their list. • As needed, ask for more information on items to clarify or highlight a specific tool, resource, or idea. • Ask follow-up questions on how they’ve used each tool listed and what successes they have seen. • Use the list in facilitator notes to add resources and tools to each list. <p>Transition: We’ve covered the importance of Extended Stay business and shared some great resources to help you shift your mix. Take a few moments to capture any ideas you’d like to act on after this session. When we come back from lunch, we’ll begin looking at how you can better service your Extended Stay guests.</p>
<p>LUNCH BREAK</p> <p>60 minutes</p>	
<p>SERVING EXTENDED STAY</p> <p>45 minutes</p>	<p>Section overview: This section will explore service strategies for Extended Stay business.</p> <ul style="list-style-type: none"> • Facilitator will lead a brief conversation exploring the different expectations of Extended Stay guests. • Ask participants what opportunities there are to customize the service experience for Extended Stay guests. <p>Group activity:</p> <ul style="list-style-type: none"> • Each table will receive a stack of card prompts on servicing Extended Stay guests. <ul style="list-style-type: none"> ○ For instance: The Lane family has been staying at your hotel for over 60 days while their new home is being built. What is one strategy to ensure that they are happy with the service they are receiving?



	<ul style="list-style-type: none"> • Participants will draw a card, read the prompt, and answer with their best practice or idea for solving the challenge on the card. • Each person in the group will then add their own best practice. When everyone has had a chance to share, the next participant draws a new card, and the activity continues. <p>Debrief: Ask each table to share at least one favorite suggestion that came from this activity.</p> <p>Transition: We've covered a lot of ground today! Before we end this session, I'd like to give you the chance to plan out your next steps.</p>
<p style="text-align: center;">ACTION PLANNING</p> <p style="text-align: center;">30 minutes</p>	<p>Section overview: This section will allow participants to build their own action plans for follow up after the session.</p> <ul style="list-style-type: none"> • Facilitator will lead a conversation around action planning • Discuss specific steps that will drive Extended Stay sales and service • Discuss measurement <p>Individual Activity: Participants will take time to reflect on the session and capture individual next steps.</p>
<p style="text-align: center;">WRAP-UP</p> <p style="text-align: center;">15 minutes</p>	<p>Section overview: This section lists key takeaways and next steps from this workshop.</p> <p>Key Takeaways:</p> <ul style="list-style-type: none"> • Extended Stay business is essential to the profitability and long-term success of your property. • To create an ideal business mix you must focus on the value that you bring to an Extended Stay guest. • To drive satisfaction and return business in the Extended Stay segment, a different approach to service is needed. <p>Facilitator will close the session in a memorable way with final thoughts, awards, and inspiration.</p>

