

Selling Extended Stay



Making Words Work for You



Become an Expert

Sales Foundations – Extended Stay



- Know your brand, hotel, market and competition
- Define your target
- Expand your skill set





SWOT Analysis

Extended Stay review

- Review your most recent SWOT Analysis looking for gaps or opportunities to target Extended Stay business.
- Optimize your SWOT for Extended Stay business.
- Use the space on page ___ of your Participant Guide to create an Extended Stay focused SWOT.



Elevator Pitch

Define your value proposition

- Using your revised SWOT, write a value proposition for your property.
- Based on that value proposition, craft an elevator pitch for Extended Stay.



Leverage Brand Resources

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- Know what tools are available
- Know how to use the tools available
- Sharpen your digital presence
- Leverage brand loyalty





Prospect Persistently

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- Know what makes you special
- Maintain and infiltrate best accounts





Leverage Your Team

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- Inspire your team
- Reinforce with recognition





Sales Foundations Extended Stay



- Become an Expert
- Leverage Brand Resources
- Prospect Persistently
- Leverage your Team



Flip Chart Flip

Tools & Resources

- Write down as many tools, resources and best practices for the topic listed.
- When you hear music, move to the next flip chart.
- Attempt to add at least 3 new ideas for the topic listed.
- When you hear the music, move to the next flip chart and repeat!



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- Become an Expert
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- Prospect Persistently
- Leverage your Team