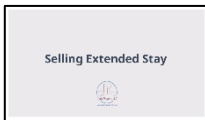


# Selling Extended Stay

## Layout

### Slide 1



**SAY:** Welcome back! This morning, we demonstrated that there is value in Extended Stay business. Now I'd like to shift your focus to how we effectively sell for Extended Stay business. Let's discuss how you can be better at crafting a strategy to optimize your mix and gain more Extended Stay business. Part of your role is to craft that strategy, and there's an art to positioning your hotel. Knowing how to work one account to gain more business while working to find new accounts to work with. Hopefully, you know that the role of selling goes beyond the leadership team. And that leadership goes beyond just selling. It's part of your role to ensure the entire team is aware of that strategy and how each role plays a part in it.

Let's start by exploring the foundations for selling Extended Stay. There are 4 components to effectively selling an Extended Stay property. They are:

**DO:** Advance slide to discuss sales foundations.

### Slide 2



**NOTE:** Slide builds

**SAY:** The first component of a solid sales strategy is to become an expert. You must become an expert in selling your own hotel and the unique product that you offer as well as your differentiated value from the competition. One great way to do this is by conducting a SWOT analysis.

**DO:** Click to advance slide.

### Slide 3



**SAY:** Next, you need to set clear sales and revenue goals for performance metrics to help you monitor performance progress throughout the year. Regularly run reporting that tracks these metrics and adjust your forecast based on trends and results.

**DO:** Click to advance slide.

## Layout

## Slide 4



**SAY:** Then, always be working to upgrade your own knowledge and skill set. This will help you increase business insight and allow you to activate your local sales strategy. Continue learning with a growth mindset for building knowledge and confidence that will lead to sales success.

## Slide 5



**SAY:** As part of your pre-work, we asked you to bring a recent SWOT analysis to this session with you. If you were able to bring a recent one with you, go ahead and give me a green check mark.

**DO:** Give participants time to hit the check mark before continuing.

**SAY:** Great! For those of you that don't have one with you, hopefully this next activity will help you build one.

**DO:** Ask participants to pull out their most recent SWOT analysis.

- Have participants review their SWOT for opportunities to focus on Extended Stay.
- Have them consider which strengths make them a good fit for Extended Stay business.

## Slide 6



**SAY:** Thinking about your hotel specifically, what are some of the things that make you a strong candidate for Extended Stay sales? Go ahead and tell me in the text chat.

**DO:** Wait for learners to type answers into the text and then begin reading them out loud to acknowledge. If answers are not related to Extended Stay, push for more Extended Stay focused answer. Wait until answers stop coming before advancing to the next slide.

## Slide 7



**SAY:** Next, still thinking about your hotel specifically, what are some of the things that weakness for Extended Stay sales? Go ahead and tell me in the text chat.

**DO:** Wait for learners to type answers into the text and then begin reading them out loud to acknowledge. If answers are not related to Extended Stay, push for more Extended Stay focused answer. Wait until answers stop coming before advancing to the next slide.

**Layout**

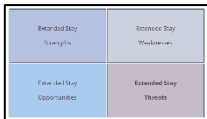
**Slide 8**



**SAY:** Those are great answers! Let’s keep going. Next, still thinking about your hotel specifically, what are some of your opportunities that could give you an advantage in winning Extended Stay sales? Go ahead and tell me in the text chat.

**DO:** Wait for learners to type answers into the text and then begin reading them out loud to acknowledge. If answers are not related to Extended Stay, push for more Extended Stay focused answer. Wait until answers stop coming before advancing to the next slide.

**Slide 9**



**SAY:** Finally, still thinking about your hotel specifically, what are some of the things your threats for Extended Stay sales? Go ahead and tell me in the text chat.

**DO:** Wait for learners to type answers into the text and then begin reading them out loud to acknowledge. If answers are not related to Extended Stay, push for more Extended Stay focused answer. Wait until answers stop coming before advancing to the next slide.

**SAY:** Thank you for such great answers! I can tell that you’ve really put some thought into your SWOT. Go ahead and capture any new insights on page \_\_\_ of your participant guide.

**Slide 10**



**SAY:** Once you have a good understanding of what you can offer your Extended Stay guest, it’s time to boil that down into a value proposition and an elevator pitch – these will then become tools that you can use to work your backyard sales strategy and gain Extended Stay market share. To get you started on your value proposition, we’ve got a place for you in your Participant Guide on page \_\_\_. Use your revised SWOT to fill in the blanks.

**DO:** Give participants 5 minutes to write a value proposition.

**ASK:** Who would like to share their Extended Stay value proposition?

**DO:** Wait for participants to respond in the text chat and acknowledge responses. Encourage anyone willing to come off of mute and speak.

- If responses are not Extended Stay specific, suggest ways to make it more focused on Extended Stay.
- Thank them for sharing.
- Allow 2 or 3 volunteers to share before moving on.

## Layout

## Slide 11



**SAY:** Now we can take that value proposition and create an elevator pitch. Picture one client, one account that has the opportunity to give you more Extended Stay business. Now, picture the decision maker for that account stepping onto an elevator with you. They're looking at you, waiting to hear your pitch. You need them to know how you can best meet their needs. You have just one minute to pique their interest or lose their business to the competitor. What do you say?

**DO:** Give participants 5 minutes to write an elevator pitch for Extended Stay business.

**ASK:** Who would like to share their elevator pitch.

**DO:** Wait for participants to respond and acknowledge responses. Encourage anyone willing to come off of mute and speak.

- If responses are not Extended Stay specific, suggest ways to make it more focused on Extended Stay.
- Thank them for sharing.
- Allow 2 or 3 volunteers to share before moving on.

## Slide 12



**NOTE:** Slide builds

**SAY:** The second foundation is to leverage brand resources

**DO:** Click to advance slide.

## Slide 13



**SAY:** Knowing how to use those tools.

**ASK:** Who would like to share some of their favorite tools and resources?

**DO:** Wait for participants to respond and acknowledge responses.

- Ask them how that tool helps them drive Extended Stay business.
- Thank them for sharing.
- Allow 2 or 3 volunteers to share before moving on.

**DO:** Click to advance slide.

Layout

**Slide 14**



**SAY:** Then, for greater online success, make sure you’re using high-quality imagery and accurately listing amenities and offerings on your Brand.com site, third-party booking sites and lead channels. In today’s sales environment, you need a sharp digital presence.

**DO:** Click to advance slide.

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**Slide 15**



**SAY:** Finally, seal the deal by making the most of your brand’s loyalty program.

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**Slide 16**



**NOTE:** Slide builds

**SAY:** Next, you need to prospect persistently. You must develop the skill and know-how to take an account through the sales journey, identifying and targeting new accounts, qualifying their needs to solve them and winning the business. You’ll then continue to build the relationship and further infiltrate the account to grow your share. Make the most of opportunities by blocking out time for research, attending virtual or in-person events and using technology and reporting to keep your prospecting plan fresh.

**ASK:** What are some of the resources you’ve found useful in prospecting for Extended Stay business?

- Where do you look for new Extended Stay business?

**DO:** Wait for participants to respond and acknowledge responses. .

- Thank them for sharing.
- Allow 2 or 3 volunteers to share before moving on.

**SAY:** Do this by knowing what makes you special. We’ve spent some time already this morning writing a value proposition specifically for targeting Extended Stay business.

**DO:** Click to advance slide.

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## Layout

## Slide 17



**SAY:** Then maintain and infiltrate your best accounts. Monitor your current accounts, uncover additional business within existing accounts and keep in touch to maintain and strengthen customer relationships. I won't ask you to share with the group, but can you think of one current account that has more Extended Stay business that you should be working to earn? What can you be doing to find it?

**DO:** Wait for participants to respond and acknowledge responses.

- Thank them for sharing.
- Allow 2 or 3 volunteers to share before moving on.

## Slide 18



**SAY:** The final piece of this foundation for Extended Stay Sales is to leverage your team. Leverage the power of your people by inspiring them to drive loyalty and repeat business.

Show your team how their leads and service levels impact loyalty and local sales! Sharing successes and updating your team around your hotel's performance will show them that everyone plays a role in generating guest loyalty, and in turn, local sales.

**ASK:** What are some of the ways that you leverage your team?

**DO:** Wait for participants to respond and acknowledge responses.

- Thank them for sharing.
- Allow 2 or 3 volunteers to share before moving on.

## Slide 19



**SAY:** That's it, that's the foundation for Extended Stay sales. Become an Expert, Leverage Brand Resources, Prospect Persistently, and Leverage your Team.

When it comes to selling, the best ideas you hear today 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 give you the chance to share your favorite tools and resources. What are your best practices to win Extended Stay business?

## Layout

## Slide 19



**DO:** Prior to the session, prepare 4 flip breakout rooms. Set each room with a different whiteboard labeled:

- Become an Expert
  - Leverage Brand Resources
  - Prospect Persistently
  - Leverage Your Team
- Divide the group into 4 equal breakout groups.
  - 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.
  - Set a timer for 10 minutes. Visit each breakout room during the activity to keep conversations on track.
  - Ask each group to nominate spokesperson to go on microphone and debrief their list.

**DO:** Bring the group back together after 10 minutes.

- 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.
- Ask if anyone can add to their list. Acknowledge answers.

## Slide 21



**SAY:** Wow, you've shared some great insight and ideas! Now that 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. Next, we'll look at how you can better service your Extended Stay guests.