



SELLING EXTENDED STAY

Sample Participant Guide



Selling Extended Stay

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Sales Foundations – Extended Stay



Become an Expert

- Review your most recent SWOT Analysis looking for gaps or opportunities to target Extended Stay business.
- Optimize your SWOT for Extended Stay business.
- Use this space to create an Extended Stay focused SWOT.

Extended Stay Strengths

Extended Stay Weaknesses

Extended Stay Opportunities

Extended Stay Threats

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Become an Expert

Using your revised SWOT, write a value proposition for your property.

We provide: _____

(What value does your property provide Extended Stay guests?)

For Extended Stay Guests

By delivering: _____

(Features, amenities and services you provide)

In the space below, write an elevator pitch based on your value proposition that will help you win Extended Stay business.

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Leverage Brand Resources

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Prospect Persistently

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Leverage Your Team
