

Selling Extended Stay



Making Words Work for You



Become an Expert

Sales Foundations – Extended Stay



- Know your brand, hotel, market and competition





Become an Expert

Sales Foundations – Extended Stay



- Know your brand, hotel, market and competition
- Define your target





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.



Extended Stay

Strengths



Extended Stay

Strengths

Extended Stay

Weaknesses



Extended Stay

Strengths

Extended Stay

Weaknesses

Extended Stay

Opportunities



Extended Stay

Strengths

Extended Stay

Weaknesses

Extended Stay

Opportunities

Extended Stay

Threats



Elevator Pitch

Define your value proposition

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



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

Sales Foundations – Extended Stay

- Know what tools are available





Leverage Brand Resources

Sales Foundations – Extended Stay



- Know what tools are available
- Know how to use the tools available





Leverage Brand Resources

Sales Foundations – Extended Stay



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





Leverage Brand Resources

Sales Foundations – Extended Stay



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





Prospect Persistently

Sales Foundations – Extended Stay



- Know what makes you special





Prospect Persistently

Sales Foundations – Extended Stay



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





Leverage Your Team

Sales Foundations – Extended Stay



- Inspire your team
- Reinforce with recognition





Sales Foundations Extended Stay



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



Breakout!

Tools & Resources

- Come up with as many tools, resources and best practices for the topic listed.
- Share stories of success and best practices to use each tool or resource.
- Nominate a spokesperson to share your list with the group.



Sales Foundations Extended Stay



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