Selling Extended Stay





Become an Expert

Sales Foundations – Extended Stay



Know your brand, hotel, market and competition





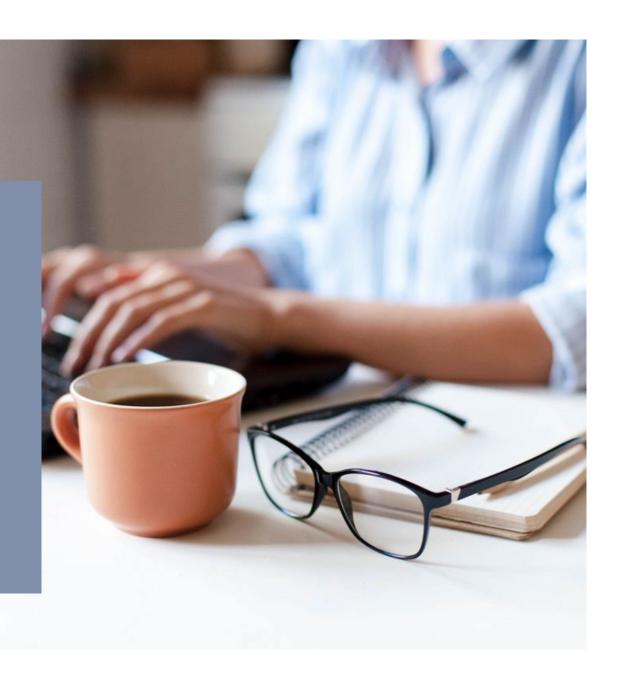
Become an Expert

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Know your brand, hotel, market and competition

Define your target





Become an Expert

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Know your brand, hotel, market and competition

- Define your target
- Expand your skill set









- 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.















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







Elevator Pitch

Define your value proposition

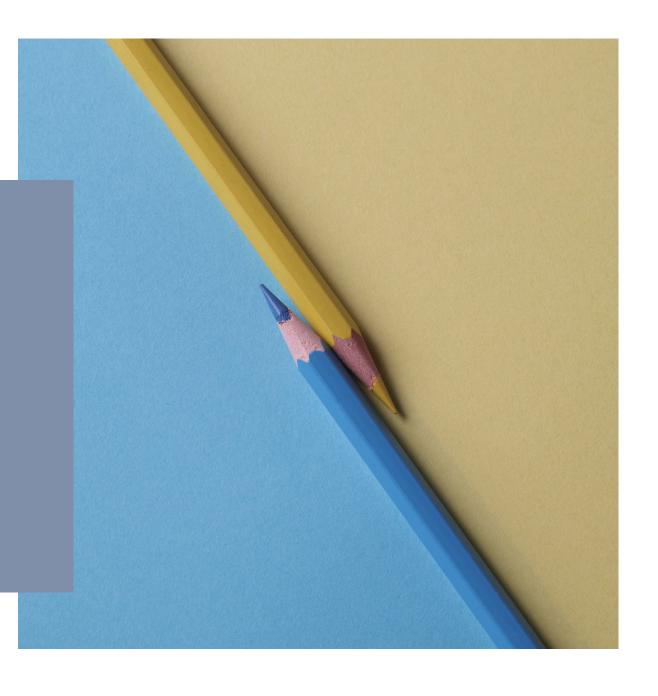
- Using your revised SWOT, write a value proposition for your property.
- Based on that value proposition, craft an elevator pitch for Extended Stay.



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Know how to use the tools available

• Sharpen your digital presence





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- 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





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







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.

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