

TeleGRAM

Great American Hotel Group Newsletter

Celebration Station

In case you want to celebrate, here is a list of National and "other" holidays: 7/4 - 4th of July; 7/8 - Ice Cream Sundae Day; 7/14 - Pick Blueberries Day; 7/20 - National Lollipop Day; 7/30 - Father-In-Law Day; 8/4 - Friendship Day; 8/8 - Happiness Happens Day; 8/13 - Left Hander's Day; 8/18 - Bad Poetry Day; 8/21 - National Senior Citizen's Day; and 8/2 - National Bow Tie Day.

Remember salesmanship means being unique and standing out from the crowd. Some of these "days" will allow you to get your customer's attention in a positive and unique manner.

A Little Bit Wiser

Wishing a "Happy Birthday" to our Great American Hotel Group office and property GMs:

Adam Robitaille - August 2

Kym Jacobson - August 3

Dave Akridge - August 14

Around the Block

Wishing a "Happy Anniversary" to our Great American Hotel Group office and property GMs:

Linda Komornik - 24 years

Food For Thought

*The comeback
is always
stronger than
the setback*



#AloneTogether - Howdy Partnerships!

Hotels have long held a unique place in the local community. Since biblical times, they have served as a refuge for travelers, a place for people to lay down their weary heads. Over the centuries, hotels have expanded their services to offer much more than just a comfortable bed – a lot of us strive to be a destination where our guests can enjoy a delicious meal, take a refreshing dip in the pool, hold a productive meeting, or indulge in a relaxing spa treatment.

While hotels continue to evolve, our ultimate goal remains the same: to be an inviting place where people can relax and recharge while traveling. Many hotels and resorts have embarked on a new mission: the goal of becoming ambassadors that help to educate visitors about their unique location and the interesting people who live there. Every destination has a story to tell. And we're all in the business of creating and sharing "experiences" these days.

The key to a successful community partnership is to find groups that are the right fit for your brand - and then to create a special experience that helps to elevate the voice of your hotel and your partners.

The main benefit of these events is to deliver a unique guest experience that is truly distinct to your property, with the ultimate goal of creating brand loyalty and cultivating repeat visitors.

How are you and your hotel teams partnering within your community and working together to nurture the good things about your destination? Today is a good day to start working together with businesses that compliment your hotel and doubling your sales efforts.

Hobbies & Games Trivia

1. What are you making if you are tatting?
A. Lace B. Tattoo
C. Pasta D. Wigs
2. What is a stamp collector called?
A. Numismatist B. Philatelist
C. Digitabulist D. Stampologist
3. What do you need to play a game of "craps"?
A. Cards B. Paper and Pencil
C. Dice D. Ball
4. If you are a helioculturist, what sort of creatures do you raise?
A. Frogs B. Goats
C. Fish D. Snails
5. In which game do players use a "squidger" to try and "squop" their opponents pieces?
A. Tiddlywinks B. Croquet
C. Bocci D. Bagatelle
6. What is the most expensive property in the American edition of Monopoly?
A. Park Place B. Boardwalk
C. St. James Place D. Marvin Gardens
7. In Chess, which two pieces are only allowed to move one space, except in special circumstances?
A. King and Bishop B. Queen and Pawn
C. King and Pawn D. Castle and Pawn
8. What type of garden is recommended for deserts or areas with water restrictions?
A. Hydroponic B. Renaissance
C. English D. Xeriscape
9. What does a fletcher make?
A. Arrows B. Barrels
C. Pottery D. Cutlery
10. What would you do with a marimba?
A. Wear it B. Play it
C. Join it D. Eat it

Hobbies & Games Trivia Answers found on Page 6

*Sometimes we're tested
not to show our
weaknesses, but to
discover our
strengths.*



I Am Human, I Am A Resource

Suzanne Baele, Corporate Director of Human Resources

Our personal and professional lives have been turned upside down by COVID-19. Remote work is the new normal for some industries, schools are closed, and a wide-range of industries are decreasing their hiring. Through all of this, we're seeing professional communities turn to learning to remain productive.

Many workers are coping with a range of uncertainties and realities that require learning new skills. In some cases, that means learning new ways to cope with stress or remotely manage a team. In others, it means learning entirely new skills in the face of a tough job market.

To help navigate these challenging times, LinkedIn Learning is offering free learning paths to help expand your talents and horizons. Here are a few examples of courses that are available on LinkedIn:

- How professionals can remain productive and efficient while working remotely
- How professionals manage stress and build mindfulness practices into their work day
- How professionals build resilience during this challenging time
- How professionals are adapting talent acquisition to the changing business landscape
- How sales professionals learn the skills to sell during these unusual times
- How small businesses navigate the challenges of today's economy
- How leaders Clearly Communicate and Influence Positive Change in Times of Crisis

More classes are added weekly, so check LinkedIn resources often to help navigate this new normal.

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learning.linkedin.com/blog/
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resources/free-linkedin-
learning-resources-to-help-
you-navigate-the-impact](https://learning.linkedin.com/blog/linkedin-learning-resources/free-linkedin-learning-resources-to-help-you-navigate-the-impact)

HR Corner

**New Hot Line Phone
Number guarantees
total anonymity!**

All complaints of harassment must be taken seriously and communicated to Suzanne Baele, Corporate Director of Human Resources at 603-828-4212.

RIDE THE WAVE

RECOGNIZING THE SERVICE HEROES AMONG US

We don't say it enough - but you are AWESOME! We are adding this new section to our newsletter to share stories from our customers about our most valuable assets - YOU. Share your service stories with us and help us shout that our people are GREAT people! Send your submission to Linda.Komornik@GreatAmericanHG.com for inclusion in future editions of the TeleGRAM.

HOMEWOOD SUITES GATEWAY HILLS

During this challenging time, the staff at the hotel has been performing professionally and offering a warm, welcoming experience to those guests who must travel. Even with limited services available, the hotel received several very positive reviews:

"Facilities are well kept by a friendly staff." "The staff was spectacular and the room was exactly what we needed - my only comment is to subscribe to the golf channel." "Terrific staff and accommodating to every need." "BJ was wonderful. He took care of the noise issue, kept us informed as to amenities availability, and was a touch of home during stressful travel." "Yuri, Nanette, Adam, Jose, Trish. they were very nice and professional and our stay went great !!!" "Hotel is clean and the staff is always very friendly."

Congratulations to all the staff, and specifically to those mentioned by name: BJ, Yuri, Nanette, Adam, Jose and Trish. You are the true definitions of hospitality! Thank you.

CLARION SHEFFIELD AND CLARION MIFFLINVILLE

Recognizing service heroes doesn't always have to be guest-to-guest. Recently, General Manager Kim Bates from the Clarion in Sheffield, AL reached out to General Manager Angela Deutsch at the Clarion in Mifflinville, PA. The following kudos were sent to Great American Hotel Group and is a great example of property GMs working together towards a common goal:

"I just wanted to share with you that I reached out to Angela Deutsch GM at Mifflinville, with some questions we were having concerning Choice Advantage. She was so very helpfully and such a nice lady. She seems to be a great employee."

We're all in this together and it is nice to see such great comradely between our portfolio GMs. We are indeed #AloneTogether and working in concert with each other!



We are proud of our new name: Montana Trailhead Inn! Recently, the new sign was installed on the building proclaiming "we're here"! The hotel is located in Billings.

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Roomer Has It

Craftsman Plaza Hotel

GM Kym Jacobson and her team at the Craftsman Plaza Hotel in High Point, NC have been busy prepping the hotel for renovation. The hotel will be closed for several months and plans to reopen just in time for the October Furniture Mart, one of the area's primary business drivers, and most popular national events for the furniture industry.

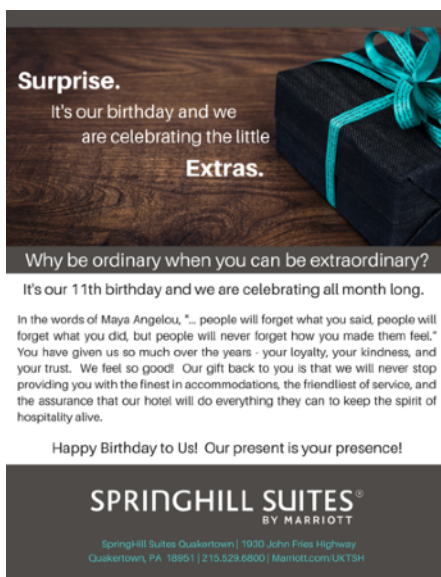
The hotel is located in the heart of downtown High Point and at the gateway of the main furniture mart plaza. So as not to waste the hotel's food and beverage inventory that would have perished before reopening, Kym researched the area and found Open Door Ministries, an organization who feeds the city's homeless and runs a local soup kitchen. This was the perfect group for the hotel to donate all the food staples from their restaurant and catering operations.

The organization was very grateful and will definitely be able to use these items to feed a lot of the city's most-in-need residents. Now that's community spirit!



Caption This....

We have all said this at one time or another, "we work for fun and for money - if it quits being fun, find another line of work." Guess what kind of fun and mischief is happening in this photo!



SpringHill Suites Quakertown

While the SpringHill Suites in Quakertown, PA could not actually celebrate their 11th birthday due to local and state pandemic restrictions - they did choose to publicize the big event on social media.

The brand culture for SpringHill by Marriott is to focus on being "less ordinary" than the competition. Using these guidelines, they decided to simply let their guests know how important their presence at the hotel is and that we will continue to go the extra mile. Happy 11th Birthday SpringHill Quakertown!

GRAM Sales - Virginia Beach

Some are lamenting the stay at home orders and the disruption of the norm. Others have taken this opportunity to focus on embracing the situation and putting the time to good use. "I am very happy to share that I have been able to lose 40 pounds over these past months. I still have 10 more to go until I reach my goal - but this has generally been a great thing to my overall health."



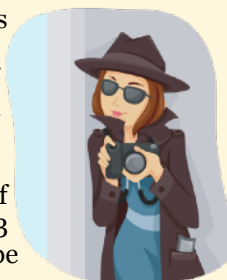
Selling the Sizzle *Linda Komornik, Corporate Director of Sales & Marketing*

If every sales person were to examine their job description or review the ad they responded to when they were hired, they would probably see a list describing the expectation of the ideal sales person. The qualifications might include: developing and implementing group sales efforts, meeting and exceeding sales and revenue goals by developing new accounts and growing current hotel accounts, the requirement for proven and strong corporate and social market skills, being results oriented, being innovative, targeting and converting high revenue potential sales calls, yada, yada, yada. The “new normal” has not changed those expectations.

In addition to all of the above, I think there are 3 additional skills that the “next normal” sales person must possess:

Think Like A Criminal:

What if we added thievery to your job description? Stealing business from your competition is not against the law and should be a major part of every hotel's sales and marketing plan. This is a tried and true sales skill that every sales person needs to add to their sales arsenal of skills. If you are not actively looking to share-shift business to your hotel, do not pass go, do not collect \$200, just start doing it!



Remember the old Pantene commercial (if you tell someone, they'll tell someone....)? What if you could shift 3 customers from within your comp set to your hotel? And then, what if those 3 customers would in turn moved 5 more of their people to your hotel? The end result would be that each of these successes would increase your hotel's revenue and you would be a winner.

Think Like A General Manager:

Chances are you are now being asked to not only do your job, but to take on a few other tasks outside the sales arena. Sales professionals getting the chance to spend time working in other departments improves your overall hospitality skill set. Hands-on experience about other facets of the hotel gives you a higher-level knowledge of and appreciation about the “what” it takes to operate the heart of the house. This is practical hands-on experience that will make you a much better and well-versed sales person. Other benefits to that end - especially if you have been tasked to work the front desk - are that you are now getting direct exposure to what guests are asking for, what they are complaining about, and understanding guest priorities and perspectives. Remember when we asked you to train your GSRs to look for new business and give you the info on new guests or new companies checking into the hotel? Here is your chance to immediately recognize the lead, approach the customer with your sales pitch in real time, and get the information needed to close the sale first hand!



Think Like An Owner:

One thing that the current crisis has made clear is that there is an obvious distinction between proactive sales (going out and finding leads), and reactive sales (responding to inbound digital leads coming into the hotel). In the past, our goal has been to hire hunters - not order-takers - and we have always made it clear to our sales teams from the get-go that their sole responsibility is to proactively look for new corporate and group business. I get it - the pandemic has made hunting for new business difficult, if not impossible. As professional sales persons we must make sure that we are shifting our sales dynamics to a more active, forward-thinking restructuring of what a sales team should be doing and what our jobs will be moving forward.



Think about it: this pandemic may have generated the “next normal” business practice of sales people capturing leads and converting business from guests checking into the hotel or calling in to make reservations! Conversations with guests checking in and out of the hotel can be an extraordinarily rich resource for sales information and opportunity. Methinks that hotels who place sales team members at the front desk on a regular basis will see a wave of new referrals, new leads, and in this time of transition, a new understanding of just who is their customer RIGHT NOW.

In retrospect, this idea of sales people working at the desk makes perfect sense. Fundamentally, the job of a sales person is to find new business. How can you do that if you can't go talk to new customers? Who can you talk to? Guests who are right in front of you is the obvious answer. By giving your qualified sales professionals a chance to engage with current customers to generate new business at the root of the equation makes sense on a number of levels.

Happy re-identifying the role of sales!

Linda

How To Get A First Meeting With A Potential Client

Excerpted from an article written by Anthony Iannarino, "My Proprietary Detailed Strategy for Getting a Meeting", published on thesalesblog.com, June 28, 2020.

Critical Outcome: Gaining a Meeting with Your Dream Client

The first step in winning deals is creating an opportunity for and with your dream client. That makes a "first meeting" the critical outcome necessary to explore the change you believe will benefit your prospective client's results. There result is an appointment on both you and your contact's calendar.

Key Strategy: Trading Value

The primary reason so many contacts refuse a meeting is because the salesperson asking for the meeting doesn't trade enough value for their contact's time. The fundamental strategy for acquiring an appointment with a prospective client is providing them with a strong value proposition as to how they are going to benefit from meeting with you—even if they never do business with you.

Key Tactic: Executive Briefing

The key tactic is to offer your contacts an executive briefing based on the trends and factors you believe will either harm their business or provide an opportunity to improve their results. The idea of a briefing suggests that you know something that would be useful to your contact and their business in the next eighteen to twenty-four months.

Rationale: Compelling Change

This tactic prevents you from talking about your company and solutions and allows you to share what will—or should—compel them to change in the future. Instead of starting a conversation by pitching your company, you establish your credibility as someone with the knowledge and experience to provide sound advice about what they should do now to produce better results. Your early meetings need to provide a compelling reason to change. This approach also establishes you as a peer, as someone your contacts could imagine working with because of their insights and experience.

Necessary Actions: Phone Call to Request a Meeting

Executing this strategy means first building the insights you need to be able to provide a conversation about your client's industry, their vertical, their clients or customers, and the trends and factors that are going to require them to change over time. With your insights in place, the necessary action is to call the contact to ask them for a meeting to share your executive briefing.

Common Obstacle: Fear of Sharing Your Insights

One of the reasons salespeople struggle with this strategy is that they don't believe they have the right to be consultative. When this is true, it is a lack of confidence that prevents salespeople from executing this strategy because they fear their contact will challenge their view of the factors, trends, their view of the contact's business, of their theory as to why the client should change.

Common Obstacle: Avoiding Using the Telephone

You weaken this approach when you try to accomplish this outcome over email. The medium doesn't allow a conversation but enables your contact to reject the request using that same medium. Even more critical, it reeks of fear, eliminating the primary rationale of establishing yourself as a peer, someone worth their time. One of the ways you do that is by promising value far greater than the time you are requesting. Another way is by promising your contact that they will gain from the meeting even if there is no next step for you, even though it more likely that there will be a second meeting because of your approach

Sample Language: Asking for a Meeting

Good morning. This is Anthony Iannarino with XYZ Widgets. I am calling you today to ask you for a twenty-minute meeting where I can share with you an executive briefing about four trends that will have the most significant impact on manufacturers in the next eighteen to twenty-four months.

1. A 2. B 3. C 4. D 5. A 6. B 7. C 8. D 9. A 10. B
Hobbies & Games Trivia Answers from Page 2