



TELEGRAM

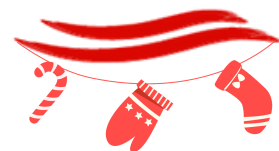


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A MESSAGE OF THANKS, GIVING, AND HOPE

"When the world says, 'give up', Hope whispers, 'try it one more time'."

The months of November and December are important times for those of us in the hotel business. From an operations perspective, it is the time when we traditionally assess our year's business and plan/budget for the upcoming year. For the sales department, we typically look at our sales strategies and prepare for the following year. Sales will also assess and renegotiate local contracts. All of these tasks take research, analysis, and a lot of hard work leaving little time to actually "enjoy" the season.

As we all know, the holidays can be times of hectic business or a time when things start to slow a bit. In either case, we all know our teams are working hard and in most cases, are wearing many hats.

As your management company and partner, our message for our properties is threefold.

We continue to **thank** our teams for the incredible jobs they are doing despite all odds. We see you all looking adversity in the face and denying it the chance to beat you! Your hard work is not without recognition and notice.

We also see what you are **giving** to your owners, your teams, and your properties. Your numbers are proof that 'you might be small, but you are mighty!' Thank you for giving in the spirit of hospitality!

Lastly, but most importantly, thank you for keeping the spirit of **hope** alive. We are all hopeful that the predicted trends for our industry actually come to fruition and that our business travel segments start to improve over the next months. We continue to be hopeful that we can lure passionate associates to join our teams and learn why we love the hospitality business and taking care of our customers!

The holidays will be a challenge for all of us and we want you to know that we are all here for you and are partners in your operations. Please do not hesitate to reach out to us over these times and to foster the spirit of thanks, giving, and hope to your teams.

For more info on holidays, promotions, and ideas for a successful holiday season at your hotel - see the two additional articles in this edition of the TeleGRAM (Pages 5 and 7).

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LET'S CELEBRATE

CELEBRATION STATION

In case you want to celebrate, here is a list of National and "other" holidays: 11/4 Candy Day; 11/7 Daylight Savings Ends; 11/10 Forget-Me-Not-Day; 11/11 Veteran's Day; 11/25 Thanksgiving Day; 12/7 Letter Writing Day; 12/20 Go Caroling Day; 12/25 Christmas Day; 12/28 Boxing Day; 12/30 Bacon Day; and 12/31 New Year's Eve.

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:

Kim Bates - November 4
Gregory Teagarden - November 10
Suzanne Baele - November 18

AROUND THE BLOCK

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

Dave Akridge - 31 years (November)
Gabrielle Smith - 24 years (November)
Tim Carroll - 1 year (November)

TELEGRAM STAFF:

EDITOR/CORPORATE SALES & MARKETING
Linda.Komornik@GreatAmericanHG.com

CONTRIBUTING WRITERS

PRESIDENT
Dave.Akridge@GreatAmericanHG.com

CORPORATE HUMAN RESOURCES
Suzanne.Baele@GreatAmericanHG.com

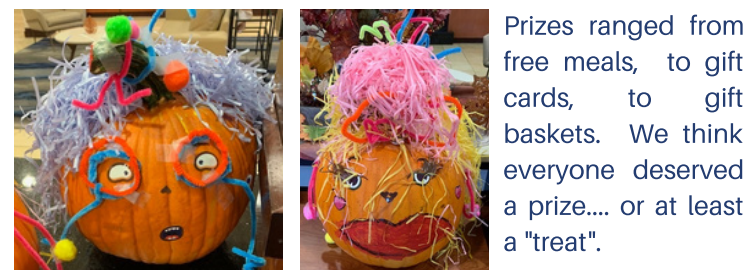
CORPORATE CONTROLLER
Gabrielle.Smith@GreatAmericanHG.com

REGIONAL DIRECTOR OF OPERATIONS
Rob.Greene@GreatAmericanHG.com

180 LOCUST STREET | SUITE 2 | DOVER, NH 03820
603.373.1510 | WWW.GREATAMERICANHG.COM

PUMPKIN CARVING ARTISTS!

Several of our portfolio hotels held pumpkin carving contests among their employees. Most displayed their art for customers to vote. Here are a sampling of the many pumpkins created by our property associates! Which one is your favorite?



Prizes ranged from free meals, to gift cards, to gift baskets. We think everyone deserved a prize.... or at least a "treat".

I AM HUMAN, I AM A RESOURCE

SUZANNE BAELE, CORPORATE DIRECTOR OF HUMAN RESOURCES



Suzanne and her daughter Corinne spent Halloween congering up magic spells to celebrate the day!

I don't know about all of you, but this year's Halloween celebration felt more 'normal'. I was delighted to see the youngsters out and about having the times of their lives. A year ago we were in a very different place. Thankfully we are moving in the right direction! Just think, Thanksgiving is right around the corner, our holiday to celebrate thankfulness. Although it has been a tough year, we are starting to see the glimmers of hope that keep each of us going.

This of course is not without recognizing the challenges we still face. Staffing difficulties are noteworthy for each and every one of us. We've been thinking outside of the proverbial box. We have adjusted our hiring expectations, in some cases we are considering job sharing, we've allowed our associates to work non traditional shifts, all in an effort to be more nimble and a preferred employer. Kudos to all of our managers that have embraced the need to be more and do more.

I, for one, thank you.

HOUSEKEEPING APPRECIATION WEEK



Maritza, Housekeeping Supervisor, at the Fairfield Inn & Suites Millville NJ wanted to make sure that each of the housekeepers on her team felt appreciated during National Housekeeping Appreciation Week. She presented each of the them with a gift baskets to add a little sunshine to brighten their day! The team was treated to a lunch by the ownership and management of the hotel as well. Thank you to all all teams of hardworking housekeeping staffs

TRICKS AND TREATS

RIGHT: SpringHill Suites - Altamonte Springs AGM Cristina Regis poses with her "winning" pumpkin and gift basket prize. The Florida based hotel displayed their pumpkins and guests selected their favorites!

BELOW: Team Fairfield Inn & Suites - Millville NJ spent time together bonding over pumpkins and treats. They too allowed customers to vote on their favorites and the winner will be declared soon!

Both teams pumpkin entries are pictured on Page 2 of this issue.

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.



TRIPADVISOR REPORT REVEALS NEW DATA IN FIGHT AGAINST FAKE REVIEWS



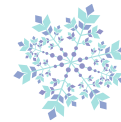
The following are highlights from an article in eHotelier published on October 28, 2021. Follow this [link](#) to read the full article.

TripAdvisor, the travel platform trusted by hundreds of millions of consumers worldwide for its traveler reviews, has published its 2021 Review Transparency Report, revealing in detail the volume of review contributions to the platform in 2020, the impact of COVID-19 on user-generated travel guidance, and the multi-layered approach TripAdvisor takes to ensure reviews posted on its pages comply with the platform's community standards.

The report, which analyzed a full year's worth of data on reviews submitted by the global travel community, reveals that in 2020 TripAdvisor rejected or removed over two million reviews* that did not comply with the platform's community standards. In total, 3.6% of all review submissions last year were identified as fake, with the majority being rejected before they were posted to the TripAdvisor site.

The report also highlights the important steps TripAdvisor is taking to protect travelers, diners and businesses during the COVID-19 pandemic, with the introduction of new community standards designed to prevent the spread of COVID-19 misinformation and protect businesses that have been keeping customers safe. As a result of these measures, TripAdvisor removed nearly 50,000 reviews that did not adhere to the platform's COVID-19 posting guidelines.

"Knowing that you can rely on trusted guidance from travelers who have been there before has never been more important. As we continue the work to earn the trust travelers place in our business, we take the enforcement of our community standards incredibly seriously as we use the best in technology and human moderation practices to fight fraud.



Key report findings at a glance

- Travelers submitted **over 26,000,000 reviews** to the site in 2020.
- The average rating submitted by reviewers for businesses and locations listed on TripAdvisor was **4.30 out of 5.0**, up from 4.22 out of 5.0 in 2018.
- In 2020, **more than two million review** submissions were **rejected** or **removed** from the TripAdvisor platform, either by TripAdvisor's advanced **review analysis system** or **manually** by a member of the content moderation team. There are a number of reasons why TripAdvisor rejects or removes reviews, ranging from community standards violations (such as the use of profanity) to fake review activity.
- In total, TripAdvisor penalized 34,605 properties for fraudulent activity and banned 20,299 members for failing to abide by the platform's community standards in 2020. TripAdvisor fraud investigators also identified 65 new paid review sites and blocked paid review submissions from a total of 372 different paid review sites last year.
- TripAdvisor removed 46,145 reviews that did not comply with the platform's new COVID-19 posting guidelines.

BY THE NUMBERS

GABRIELLE SMITH, CORPORATE CONTROLLER



The following are highlights from the article "What is Hotel Accounting and Why is it Important?" published by [nimbleproperty.net](#) and are a continuation from the September, 2021 issue of the TeleGRAM.

A robust Hotel Accounting Software with Business Intelligence is key for delivering insights on key performance indicators (KPIs).

Accounting personnel and management are able to track their day-to-day finances, as well as identify trends. This data will turn into better visualization and utilization.

Realtime data helps hoteliers make fact based decisions to improve their business. Hotel Occupancy, ADR, RevPAR, Revenue Stats, Profits, Labor Management, GSS and STR Reports all play an integral part in this analysis. Financial inconsistencies can quickly be identified and prioritized.

Every increasing automation and intelligence are seen in the various accounting components. Be it Daily Sales Reporting interfacing with PMS, Invoice Entry, Reconciling Bank Statements, or, with third party payroll entities, automation presence is there.

The purpose of the Profit and Loss Financial Statement is to help hotel business investors and creditors assess the past and future financial performance, unveiling the capability of generating and optimizing the cash flows. These records convey the financial performance for a particular period of time.

The Balance Sheet, one of the most important reports, is comprised of Assets, Liabilities and Equity. At a glance, the entity's financial position is recognized.

The financial health of the property is of utmost importance to its Owners. Owners make present-day and future decisions based on the Hotel's performance having reviewed these financial reports.



SELLING THE SIZZLE

LINDA KOMORNIK, CORPORATE DIRECTOR OF SALES & MARKETING

As sales people, we are responsible for not only prospecting and booking groups, but finding corporate business for our hotels. Doing those tasks requires that we have a perfect memory, outstanding salesmanship, creative thinking, and being able to change course at the drop of a hat. Our job descriptions also include the ability to think and plan ahead.... at least 2-3 months in advance of holidays and local/national events.

As we approach Thanksgiving, if you haven't already, please take time to outline how we are going to thank our customers over the next weeks. The obvious holiday to do this is "Thanksgiving" as this is when we take time to thank each other and the powers that guide us, for all that we have in our lives. Customers have choices and when they choose us to host their guests, meetings, and social activities, we need to thank them.

Let's look at several opportunities:

2022

- If you have it in your sales budgets - small token gifts are appropriate. If you don't have those gifts in hand by now - then you need to decide what a meaningful gift will be, prepare those gifts, and make appointments to deliver them.
- If you do not have monies in your sales budgets for gifts, swag, or other items, then you need to get creative.... and at the least - send/deliver thank you cards. (It's budget time so adding monies for 2022 would be a good thing to do as you work with your GM to outline sales budgets.)
- Modify your sales correspondence to reflect the holidays. Make seasonal references and send appropriate wishes to customers.
- Holiday greeting cards! Order them now so you have time to prepare them and send them out.
- Work with social media to get your message of thanks on your social pages.
- Change your voice mail phone greeting to reflect the holiday.
- Create special events at your hotel to gear up for the festivities. Check out these ideas: <https://www.theroomermill.net/elf-on-the-shelf-and-other-silly-holiday-traditions/>

The other huge task in front of us is to renegotiate and update our Local Negotiated Agreements for 2022. At most of our properties, LNRs expire on the last day of the calendar year. To prepare for renegotiation, hotels pull data for the year to date, compare it to last year's data, and then make a plan on what to offer for the following year. This is a very important and strategic exercise that will become the base for your 2022 strategy. Let's start this process ASAP.

Also important, is to build your 2022 Sales & Marketing Plan of Action. Pull out your 2021 plan and look at what you planned and what you accomplished! These are the building blocks for your team as we move into the new year. Your action plans should include social media strategies, advertising and marketing plans, promotions and sales blitzes. You will need to look at your existing collateral and sales kits and decide what needs to be kept, what needs to be updated, and what needs to be retired. I am here to help you!

Happy holidays,

Linda



WORKING 'DEVILISHLY' HARD TO BOOK THAT GROUP

GM Gregory Teagarden sent this picture of Cristina Regis - who wears two hats (well, today it seems like three) - AGM and Sales Manager. Getting into the spirit of the Halloween holiday - Cristina showed a bit of creativity for the day by dressing as a little imp. She can be seen here - sitting on the shoulder of her client, trying to get them to "buy".



CELEBRATING SERVICE HEROES AMONG US

WE DON'T SAY IT OFTEN ENOUGH - BUT YOU ARE AWESOME!



THIS SECTION OF OUR NEWSLETTER IS DESIGNED FOR PROPERTY LEADERS TO SHARE STORIES FROM OUR CUSTOMERS ABOUT OUR MOST VALUABLE ASSETS - OUR ASSOCIATES.

SEND YOUR SUBMISSIONS LINDA.KOMORNIK@GREATAMERICANHG.COM FOR INCLUSION IN FUTURE EDITIONS OF THE TELEGRAM.

Fairfield Inn & Suites Millville, NJ

Check out the WONDERFUL comments sent to GM Tim Carroll about GSR Cynthia Nelson! We have always known that Cynthia is an asset to our team, and these types of comments are well deserved.

"We stayed at the Fairfield Inn & Suites in Millville NJ from October 1 thru October 5 and couldn't have been happier with the service we received by your front end employee Cynthia Nelson. My sister was admitted to the medical center in Vineland and Ms. Nelson expertly revised our reservation as appropriate, recommended restaurants, coordinated cleaning of our room, and was an excellent listener, as we shared our family situation. She clearly went over and above her job description and should be commended." ~Barry K.

"Ms. Nelson, at the front desk, was most pleasant, attentive, and expertly extended our stay as necessary to accommodate an every changing situation with a member of our family. In addition, she listened with compassion and understanding as we shared our experiences. Please give her a well deserved 100% raise, retroactive back to the date of her hire." ~ Mary Ann A.

Tim Carroll also sent these fabulous comments about Housekeeper Avelina "Avee" Wooten from another recent guest. We just cannot say enough about the teamwork and positive environment at this NJ hotel.

"I have been a regular guest at your hotel for many years now when I come down to NJ Motorsports Park. Your staff always makes me feel welcome, greets me by name and takes care of any questions or needs that I might have. I wanted to share with you a nice experience I have had with one of your Housekeepers. Let me give you some background information.

I was the H.R. Manager at the Parsippany Hilton back in the mid/late 1980's. Back then, Hilton required corporate hotel General Managers to reside on the property. My GM was married with three children. I was trained and qualified to be a Manager On Duty to act as GM on weekends, to give him and his family personal time together. I learned and experienced how all hotel departments operated. I came to appreciate all the Housekeeping had to deal with, especially in terms of how guests treated their room and how they left them when they checked out. To this day, at whatever hotel I stay at, I always leave a gratuity and a thank you note for the Housekeeper who takes care of my room. One of your Housekeepers, I believe her name is "Avee", whenever she takes care of my room, always leaves me a very, very nice thank you note. And, I always leave her a note in response the next day. This has been taking place now for quite some time. I enjoy the notes so much I bring them home to share with my wife, Diane. I just wanted to share this with you and I look forward to continuing to stay at your hotel when I come down for a NJ Motorsports Park race weekend. Please relay to "Avee" how much I appreciate all that she does as well as her nice notes." ~Mark K, SCCA Member

HONORING A FALLEN HERO

The Clarion Inn in Sheffield was honored to host the bereavement meal on October 8th, 2021 for law enforcement and first responders following the funeral services of Sgt. Nick Risner, who was killed in the line of duty on October 1st, 2021. The community response in helping for this occasion was overwhelming. Food was donated from over 15 local businesses and restaurants and 10 different churches. We also had volunteers from Sheffield and Muscle Shoals City Schools, as well as several volunteers from around the Shoals area. Sgt. Risner was very special to the staff of the hotel and was well known in the community for his dedication to the citizens he swore to protect. His final act of courage protected numerous area citizens as he assisted other local law enforcement from stopping a gunman from entering a local shopping center. Thank you, Sgt. Risner, for giving the ultimate sacrifice for your community. May you rest in peace.



OPERATIONAL SPEAKING

ROB GREENE, DIRECTOR OF OPERATIONS



The following are **highlights** from the article "Hotel Christmas Decoration: How to Make Your Hotel Stand Out During the Holiday Season" by Mary Sfiraki and published in Hotelier Academy Blog on December 17, 2018. [Follow this link to read the full article.](#)

"The Holiday Season is full of glamour, colors, tastes, smells, music, joyful feelings, fun, play and sharing. These are the days when people usually live the strongest experiences of the year. Throughout the season, everything is characterized by the word 'decoration'. Holiday decorations are practically everywhere, capturing the feeling of joy & excitement and celebrating the coming of the new year."

"Hotels are the main stars of the season, hosting people's holiday trips and parties. Traditionally, the hotels' holiday decor has been a source of inspiration and a topic of discussion."

What you do in your hotel should first, follow safety codes for your property and area, and second, adhere to your hotel's brand standards. After that, here are a few tips to making your hotel stand out from the crowd and make your destination a special holiday experience:

"Set a specific style, in-line with your Hotel's concept - Each hotel's design concept is defined by its general concept. Therefore, each decorative task must be keeping up with the specific style that has been defined by the concept. It is essential that the common line that was followed during our hotel's design and development, will be also followed in your holiday decorations." For example, if your area is know for art, why not feature holiday art.... if your area is historic, perhaps a Dickens Village would be appropriate.

"Choose between natural and artificial trees and flowers - The holiday trees, flowers and wreaths you use in your decorations, should be either natural or artificial, in order to achieve design consistency. Holiday decorations are by definition maximal and plural, so it is always advised to use items and products of the same or similar kind."

"Set your decoration zones as well as the points you want to emphasize most - You must choose which parts of your hotel (entrance, reception, bar, lobby etc) you want to focus on with your decorations and lead your customers to your designated Instagram spots. Or, even better, you can **create new Instagram spots** using your decorations! It is highly recommended that the travelers are accompanied by the holiday feeling throughout their path within the hotel — from entering the building up to getting to their rooms. Of course, you must always be careful not to exaggerate."

"Holiday lights - The holidays are closely connected to Light and all the magic that comes with it. And warm white light is the chicest and most elegant version of lights. It always nice to see as many lights as possible, wrapped up in the tree branches, in wreaths and festoons. It is something that always brings out a 'fairy-tale' experience."

Read the entire article (by following the link above) for more ideas including Tastes, Smells, and Presents." Happy decorating!



ROOMER HAS IT

CLARION INN & SUITES SHEFFIELD

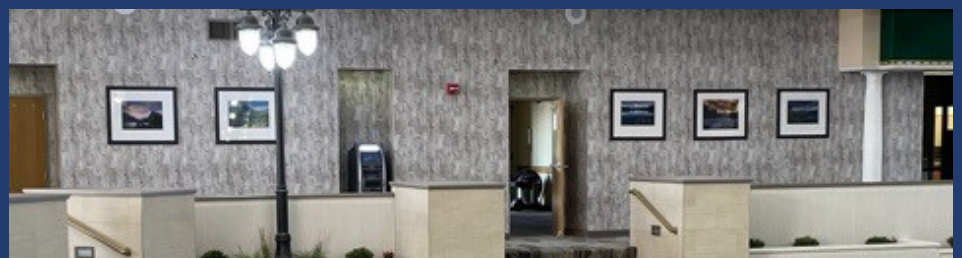
Fairfield Inn & Suites - Millville, NJ



Congratulations to Marcella Moore, one of the property's most dedicated house-keepers. With great attention to detail and a great team spirit, Marcella is an asset to the Fairfield Inn's team of property associates.

Montana Trailhead Inn - Billings, MT

Maintenance techs Brandon Williamson and Justin Ostermiller take precise care in hanging new artwork in the Montana Trailhead Lobby. After new wall paper was installed, and still waiting on sconces, They did not want to ruin the new wallpaper and wanted the perfect placement around sconces. Dealing with concrete walls, some elbow grease, and ruining several drill bits they completed the project and as you can see - looks PICTURE PERFECT!



WHEN THE RIGHT THING IS ALSO THE WRONG THING IN SALES



Originally published on January 20, 2021 in [The Roomer Mill Blog](#) by Linda Komornik.

Sometimes doing the right things is not successful in the sales arena. I equate this phrase with the common misconception that 'maybe the left hand doesn't know what the right is doing'.

I recently read an article by one of my favorite sales bloggers (Jill Konrath) entitled 7 Paradoxical Sales Principles. Jill is an author, speaker, and sales strategist and often publishes sales techniques for all genres of sales. I often turn to her column to further my own sales education. This article, has a couple of interesting ideas and I will give you my observations on each topic. You be the judge as to what might be right for your sales technique and which you may want to incorporate into your own agenda:

1. To win more sales - stop selling: "When people feel like they're being sold, they react negatively and erect barriers. Focus on helping your prospects achieve their business, professional, and personal objectives—not making a sale."



I agree with this paradoxical sales principle. Think about a sales situation when you may have been overwhelmed by the person doing the selling. It is uncomfortable and this hard-hitting approach is the polar opposite to the core tenets of the hospitality industry. Leave the 'in-you-face' selling techniques to the disingenuous and make sure that you are focused on "helping your prospects achieve their business, professional, and personal objectives". This kinder, gentler approach does not need to be less focused - it just needs to be genuine. Keeping the doors and windows of communication open with your customer will ensure that they don't go looking for another hotel to host their travelers, meeting, or event.

2. To speed up your sales cycle - slow down: "The more quickly you push to a close, the higher resistance you encounter. Go one step at a time. When your prospects know you want to help them make the right decision, not a rash one, the process moves faster."

I agree with this paradoxical sales principle. Fast-talking, snake-oil sales people put people off. Remember when you walked in to the car dealer and the sales person was trying to rush you into "a deal"? A sincere, methodical, and sensible sales approach means that you take one step at a time and move on to the next point when you have buy-in. This doesn't mean that your presentation shouldn't start with an overview, it means that your presentation shouldn't be one-note or over-bearing. Don't hide behind caveats in the contract - put them up front and make sure the customer understands the whys of what you can deliver. Pushing a deal too hard and too fast is off-putting and might make a client wonder 'why are you moving so quickly - what are you trying to hide?'



3. To make decisions easier - offer fewer options: "When you increase the complexity of the decision, you decrease the likelihood of winning the sale. To help your prospects move forward, give them less to choose from. Keep it simple—always."

I both agree and disagree with this paradoxical sales principle. Sometimes the deal is complex - and our job is to make the decision making process less complex. Make sure you understand your contract and can explain each paragraph, phrase, and premise. If a customer asks you to explain your booking rules, attrition policy, or to explain your COVID cancellation policy, you must be able to do so on the spot. When it comes to choices - I do agree that you always need to give at least 2 options (i.e. Our king bed rooms are \$129 and our 2 Queen beds rooms are \$139 - which would work best for your travelers?). However, sometimes adding a third option will help you achieve a higher rate of return. In the scenario above - if you added an upgraded room to the mix - all of a sudden the middle priced room option becomes attractive (i.e. For just a few dollars more, we could include our King bed suites for \$159. Guests might enjoy the ability to spread out and have separate spaces for relaxing/working and sleeping.). Again, follow the KISS principle when writing or verbalizing your sales pitch.

4. To be more natural - prepare like crazy. "Today's buyers suffer no fools. If you're not ready with the right message, questions or presentation, you'll stumble or be stilted in your meeting. When you do prepare, you can be your best self."



I totally agree with this paradoxical sales principle. It might be my favorite. Anyone who knows me will attest that one of my biggest sales tips is to follow the 3-4-5-6-7-8-or any number of the P's of Selling. No matter how many P's you incorporate into your process - PREPARATION is the most important and always number one! 1. You must have your act together and a PITCH that is easy to communicate. 2. You must

Continued on Page 9 ...



... Continued from Page 8

have a PLAN that you can execute flawlessly. 3. You must understand the PROCESS and be able to give confidence to your client that it will be deliverable. 4. It's all about the PRODUCTION - make sure that the business you are targeting works for your hotel when you want it and when you need it. 5. Be able to PERFORM the sales process. Nothing turns off a potential client than an ill-prepared sales person. Knowing your business is one thing - knowing their business is the icing on the cake. Other P's worth knowing and mastering are: Prospecting, Presentation, Product, Price, Promotion, Place, People, Passion, Pride, Perseverance, Ploy, AND Perspective..... don't give up.... DON'T POOP OUT!

5. To get bigger contracts - start smaller. "When you pursue the "whole shebang," decisions are more complex and costly, making it much tougher to get approval. Reduce the risk by starting small and proving your capabilities. Then, it's easy to grow."

I totally agree with this paradoxical sales principle. Bigger isn't always better. It is tempting to only search out businesses that comes in big boxes because the perceived rate of return is so rewarding. But good things come in small packages too. If everyone in your comp set is going after the same "big business" you run the risk of being the odd man out and either not getting the business or having to fall back on price. Mix big business with little business; mix global accounts with local accounts; mix corporate with SMERFE accounts... establish a weighed plan of attack. Our hotels perform at their best when we have a good mix of segmentation. Hotels will rarely sell out at RACK rate so a good business mix is healthy for your bottom line. It also offers hotels the opportunity to work with a variety of customer bases. Remember - all business genres do not perform at the same rate - some businesses thrive when some are struggling. This has never been so evident as our current world of pandemic-related travel. Those hotels who have thrown all their eggs in one 'medical basket' might have been initially rewarded but are now struggling to reach back to customers who might have been ignored over the months. Couple that with booking very large accounts with the risk of "if they cancel they will leave a crater of empty rooms that you might not be able to fill".



This sales principle applies to the skill set of the sales person as well. If you are a newer sales person who is still 'feeling their way around the sales presentation and closing process, smaller companies offer you the opportunity to hone your skills. When you deal with Mom and Pop businesses, there is typically a more friendly sales environment. Small businesses are comfortable and oftentimes more forgiving than high powered boardroom accounts. Sales people need to be confident in all sales environments, but learning from someone who might be willing to mentor you through the maze of negotiations is priceless.



6. To speed up your learning curve - fail fast. "It's inevitable that you'll make mistakes. So don't wait till you've figured out the "perfect pitch" before moving forward. In sales, there is no failure—just lots of opportunities for experimentation, learning and growth."

I both agree and disagree with this paradoxical sales principle. Don't be afraid to make mistakes; however, you must always learn from those mistakes and not make them again. Sales is a game of chances and there are few guarantees. Just make sure you are honest and don't sell your customers what cannot be delivered. Don't be afraid to ask your client what their expectations are and what it would take to win their business. I have often said that sales is more about relationships than skill. "People buy from people they know and like." Are you confident and likable? Are you honest and do not over-sell? Don't be the sales person who says one thing and then asks for forgiveness later. If you do this, your reputation and your hotel's reputation might soon be at risk.

7. To differentiate your offering - become the differentiator. "That's the biggest reality in today's market. Your products, services or solution are secondary to your knowledge, expertise and the difference you make for your customers. Invest time in yourself."



I totally agree with this paradoxical sales principle. From day one in your sales journey I have encouraged you to never stop learning. They day you do stop, or think that you know everything, is the day you will be lapped by someone else. Every day you must strive to be just a bit better than the day before. Keep reading, keep learning, and keep honing your craft. Find a mentor, a book, a website, or an expert that you aspire to emulate and keep searching for tips and tactics to make you a better person and associate. Better yet - pick a few sources and choose the best of them to create the best of you.