



Program Champion's Guide

Diamond Edge Sales—101

An Action Plan for Properties with Limited Sales Resources



A primer to aid in the development of great sales habits and strategies for smaller hotel properties

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Diamond Edge
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Taking Revenue to the Next Level

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Diamond Edge Sales 101—An Action Plan for Properties with Limited Sales Resources

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Introduction

Lost revenues. Lost opportunities. From identifying specific markets for your property (Transient, Corporate, Government, Religious, Group Tour, Small Meetings and Conferences, Sport Teams etc.) to understanding the new opportunities provided by the web, this program is about finding and understanding revenue opportunities. Today, every staff member is a valuable part of the sales team. With smaller properties, everyone needs to be focused on enhancing revenues.

These issues concern every owner or manager. The Diamond Edge Sales 101 is designed to give your team the knowledge they need to increase property revenues. Using time-tested tactics, they will learn how to create a compelling offer, sell more room nights and raise the average daily rate by focusing on higher revenue business.

We are providing you with this Leader's Guide, PowerPoint Presentation and a Participant's guide to maximize the effectiveness of the program. The training will teach your team the steps to increase revenue. A little support from you is all that it takes to keep the program alive and working on your property. Here's what you will find in this guide:

- Strategies for launching the program at your property and keeping your team motivated to sell long after they have completed the program
- The program teaches your team about what the customer wants and what they might be willing to pay for. If you are a property with limited sales resources, everyone from the GM on down must be sales focused. It needs to become part of your property's DNA.
- Questions to ask your team as they move through the program. By testing them on the knowledge they are gaining, it sends a clear message to them: the program is important to you... and to the success of the property.

Launching the Program

Like a movie blockbuster, the release of a new CD or book, a launch sets the tone for what is to come. If the Diamond Edge Sales 101 raised revenues by 10% would that be important to you? How about 20% or even 30%? How successful do you want the program to be? Try using these steps to realize the full potential of the Diamond Edge Sales 101 at your property:

1. **Determine what the benefit is to increased sales for your team.**

Limited sales resources always represent a challenge for smaller properties. The untold secret is that larger properties face the same problems. Have your team focused on the doable. By investing in this basic approach, you are already ahead of the competition. Such an investment has two major benefits to the owner/manager.

First, a staff that feels they are valued will stay with the team which greatly reduces employee turnover. The Business Week first-ever ranking of Customer Service Champs² noted that "despite their differences, most of the names on our list share a few important traits. They emphasize employee loyalty as much as customer loyalty, keeping their people happy with generous benefits and perks."

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This includes:

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The Participant Guide
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