



HOSPITALITY'S ROADMAP TO REOPENING

PRESENTED BY



TAPS psc



HOSPITALITY EXPERTS



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WHEN WRITTEN IN CHINESE, THE WORD CRISIS IS COMPOSED OF TWO CHARACTERS — ONE REPRESENTS DANGER, AND THE OTHER REPRESENTS OPPORTUNITY.

危

A time of danger;

机

A time of opportunity;

John F. Kennedy

COMMERCIAL STRATEGY SYSTEMS & MARKETING

- ▶ Revenue Management Systems (RMS)
- ▶ Property Management Systems (PMS)
- ▶ Central Reservation System (CRS)
- ▶ Marketing – Website & Email Content
- ▶ Communications & Marketing Messaging
- ▶ Customer Relationship Management (CRM)



REVENUE MANAGEMENT SYSTEMS (RMS)

Ensure RMS system is optimizing demand and pricing effectively

- ▶ Confirm that data feeds are still active
- ▶ Confirm that pricing is still optimized and positioned appropriately
- ▶ Audit all configuration, such as floors, ceilings, group pricing, walk costs, special events+ more to be in line with new reality
- ▶ Create special event for Covid-19 and monitor for 18-24 months
- ▶ Review group cancellation dates
- ▶ Adjust transient demand by segment
- ▶ Review comp set and be sure it is still valid
(are any hotels still closed, have any dropped price too aggressively, etc.)
- ▶ Adjust forecasts according to revised demand

PROPERTY MANAGEMENT SYSTEMS (PMS)

- ▶ Confirm that night audit has been run and the date is correct
- ▶ Confirm interfaces are still active with all systems
- ▶ Ensure canceled or modified groups are actually canceled or modified in PMS
- ▶ Review inventory balancing to be sure it is accurate in all systems
- ▶ If no RMS, be sure that rates & restrictions are positioned appropriately for 365 days
- ▶ Consider doing major projects while you have low occupancy such as market segmentation changes and room type reclassing
- ▶ Load new packages & promotions as agreed with marketing

CENTRAL RESERVATION SYSTEM (CRS)

- ▶ Confirm that the interfaces are still active with all systems
 - ▶ Confirm that inventory is balanced with PMS
 - ▶ Review availability, pricing & restrictions to ensure they match RMS decisions or PMS updated rates for 365 days
 - ▶ Confirm that pricing is still flowing to all active channels
 - ▶ Be sure that groups canceled or modified correctly in the CRS and have released inventory
 - ▶ Load new packages & promotions as agreed upon with marketing and provide links for promotion
 - ▶ Ensure that content regarding policies, sanitization and guest safety are up to date in all systems including CRS, OTAs and GDSs
 - ▶ Confirm that connected partners are still active and selling - otherwise, close them out - some have unfortunately closed permanently
- ▶ [DragonflyStr.com](https://www.dragonflystr.com) ▶ [TAPSpSC.com](https://www.tapspsc.com) ▶ [InSalesCo.com](https://www.insalesco.com) ▶

MARKETING – WEBSITE & EMAIL CONTENT

- ▶ Communicate but don't break frequency rules
- ▶ Don't be pushy but rather encourage people to dream about traveling
- ▶ Cancellation Policy Update
- ▶ Sanitation Process Update
- ▶ HVAC System Explanation
- ▶ Local News regarding how your city/state responded
- ▶ Staff Health - temperature checks, policies around staff sickness
- ▶ Community Involvement - how you supported the community during COVID

COMMUNICATIONS & MARKETING MESSAGING

- ▶ Carefully craft your messaging
- ▶ Communicate clearly about dates
- ▶ Check & adjust auto-responder messaging
- ▶ Show sensitivity & compassion in messaging
- ▶ Monitor and respond on all social media and review channels
- ▶ Be certain all messaging is consistent, accurate and current - on hold messaging, trigger- based emails, upsell marketing, add ons

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

- ▶ Update all transactional emails to reflect changes to guarantee, cancelation, modifications or deposit policies
- ▶ Provide language to add to Confirmation and Pre-Arrival emails regarding what the hotel will be doing to ensure safety is met
- ▶ Describe what the guest will be asked to do to contribute toward the overall safety of all guests and employees
- ▶ Detail/describe the check in process
- ▶ Describe how restaurants will be operating differently and any capacity restrictions
- ▶ Explain what the guest should do to help housekeepers - example, remove all your personal belongings from the countertop so the housekeeper can thoroughly clean the surface without spraying on their items

INFRASTRUCTURE +

- ▶ PBX/Telephone Systems
- ▶ WiFi
- ▶ In-Room Entertainment
- ▶ Systems - Cloud and On Property
- ▶ Mobile Options - Contactless Communication



PBX/TELEPHONE SYSTEMS

- ▶ Notify Service Provider of Re-open Date
- ▶ Request System validation and log review by service provider
- ▶ Validate Services
- ▶ Validate Call Tree (where is phone system forwarding now)
- ▶ Update pre-recorded messages with CV-19 specific updates and new re-open date
- ▶ Request System validation and log review by service provider
- ▶ Update in-room welcome message (managers message) with any CV-19 specific messaging - make sure messaging is consistent with CRM and CRS

WIFI

- ▶ Validate Passwords and Users
- ▶ Validate Service areas - Common space and Room level
- ▶ Validate interface to Core Systems
- ▶ Update Business/Admin password as related to new hires or employees not returning
- ▶ Request System validation and log review by service provider
- ▶ Update login portal with any CV-19 specific messaging - make sure messaging is consistent with CRM, CRS and Website

IN-ROOM ENTERTAINMENT

- ▶ Notify Service Provider of Re-open Date
- ▶ Request System validation and log review by service provider
- ▶ Validate Room level services
- ▶ Validate interface to PMS
- ▶ Update initial landing page with any CV-19 specific messaging - make sure messaging is consistent with CRM and CRS

SYSTEMS – CLOUD AND ON PROPERTY

- ▶ Notify Service Providers of Re-open Date
- ▶ Request System validation and log review by service provider
- ▶ Validate Users and Passwords to updated employee lists
- ▶ Update system per vendor guidance, including Microsoft updates
- ▶ Validate email address and vendors alert messages
- ▶ Update and Validate desktops and front desk systems
- ▶ Update POS terminal
- ▶ Validate EMV/ Credit Card devices (possible reconfigure for touchless)

MOBILE OPTIONS – CONTACTLESS COMMUNICATION

- ▶ Review check-in/check-out process for “touchless” check-in
- ▶ TEXT/SMS services for communication

SALES & CATERING

- ▶ Client Needs & Sales Approach Pivots
- ▶ Customer Relationship Management Data
- ▶ Sales Practices & Process
- ▶ Reporting & Business Intelligence
- ▶ Training & Standards



CLIENT NEEDS & SALES APPROACH PIVOTS

- ▶ **Anticipate** client's new areas of concern and expectations (cleaning standards , meeting space requirements, etc.)
- ▶ **Review and communicate** with Operations on new cleaning and meeting standards
- ▶ Review your teams' engagement/**prospecting process**
- ▶ **Script and plan for new requests** in food & beverage, setup, concessions, sleeping room needs, AV hardware
- ▶ **Update the website** & Event Diagramming software with floorplans & capacities
- ▶ Know what are your **key negotiation points**

CUSTOMER RELATIONSHIP MANAGEMENT DATA

- ▶ Review your Sales & Catering CRM to ensure you have a plan to **capture the right information** from both prospecting and inquires
- ▶ **Track ALL inquiries** like you've never done before - no more "only in email"
- ▶ **Setup qualifying questions** and customer qualities so you have more intelligent data to use for future sales efforts
- ▶ **Review and simplify** your business values to reduce needless time spent on sales data entry

SALES PRACTICES & PROCESS

- ▶ **Streamline, automate** and **simplify** your entire sales process - clients will book with those they trust and have the best experience
- ▶ **Automate** routine tasks so sales can focus on quality sales results and not wasting time with data entry
- ▶ Reduce and **eliminate redundant steps** to make it easier to close the business for both sales and the client
- ▶ Refresh and review frequently new ways to **enhance the clients follow up** and response times
- ▶ **Manage** the RFP process as we are in the midst of it right now

REPORTING & BUSINESS INTELLIGENCE

- ▶ Reduce and streamline your expected reports
- ▶ Define and review the value of every single report to focus on the important
- ▶ Avoid overflow of numbers and ensure reports answer key business decisions
- ▶ Use automation to schedule reports – stop wasting valuable sales time “running” reports
- ▶ Clean up mis-information and ensure the reports deliver **QUALITY** and not just quantity
- ▶ Don't rely only on Revenue Management to feedback numbers

TRAINING & STANDARDS

- ▶ Train sales and service staff on **ways to be more efficient**
- ▶ Ensure you have both a **Sales Quality and Sales Service expectation plan** – if not, develop and utilize it to improve the client experience
- ▶ Train on new ways the **Sales & Catering CRM system can be updated** and automated to save time and effort to close more business
- ▶ Train and **practice conference and VIDEO presentation skills** frequently to avoid amateur mistakes
- ▶ Create and use a **VIRTUAL SITE VISIT** experience
- ▶ Review and **UPDATE your sales business best practices** – CREATE one NOW if you don't have

SOME OF OUR FAVORITE CRISIS MEMES

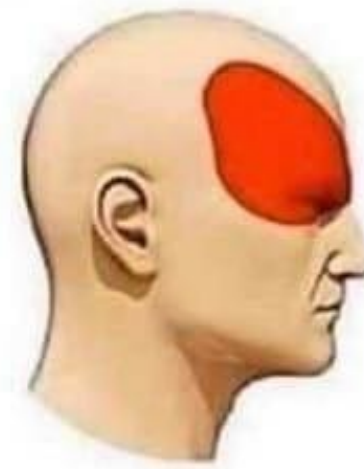
"WHEN LAST HAVE POSITIVE STR REPORT DID YOU?"



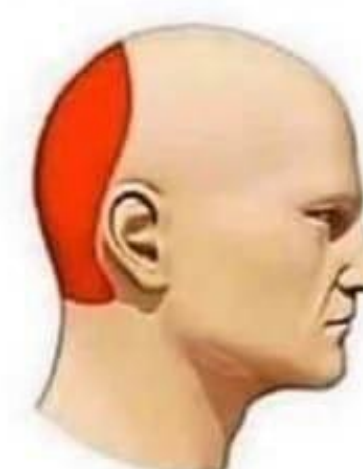
A long time ago in a galaxy far,
far away....

Types of Headache

Migraine



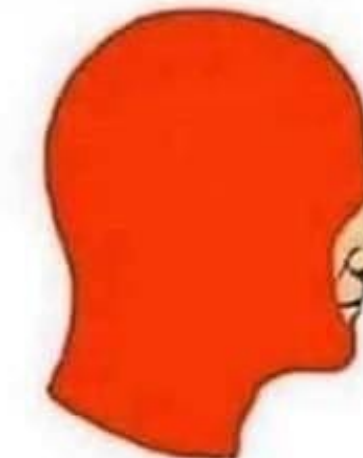
Hypertension



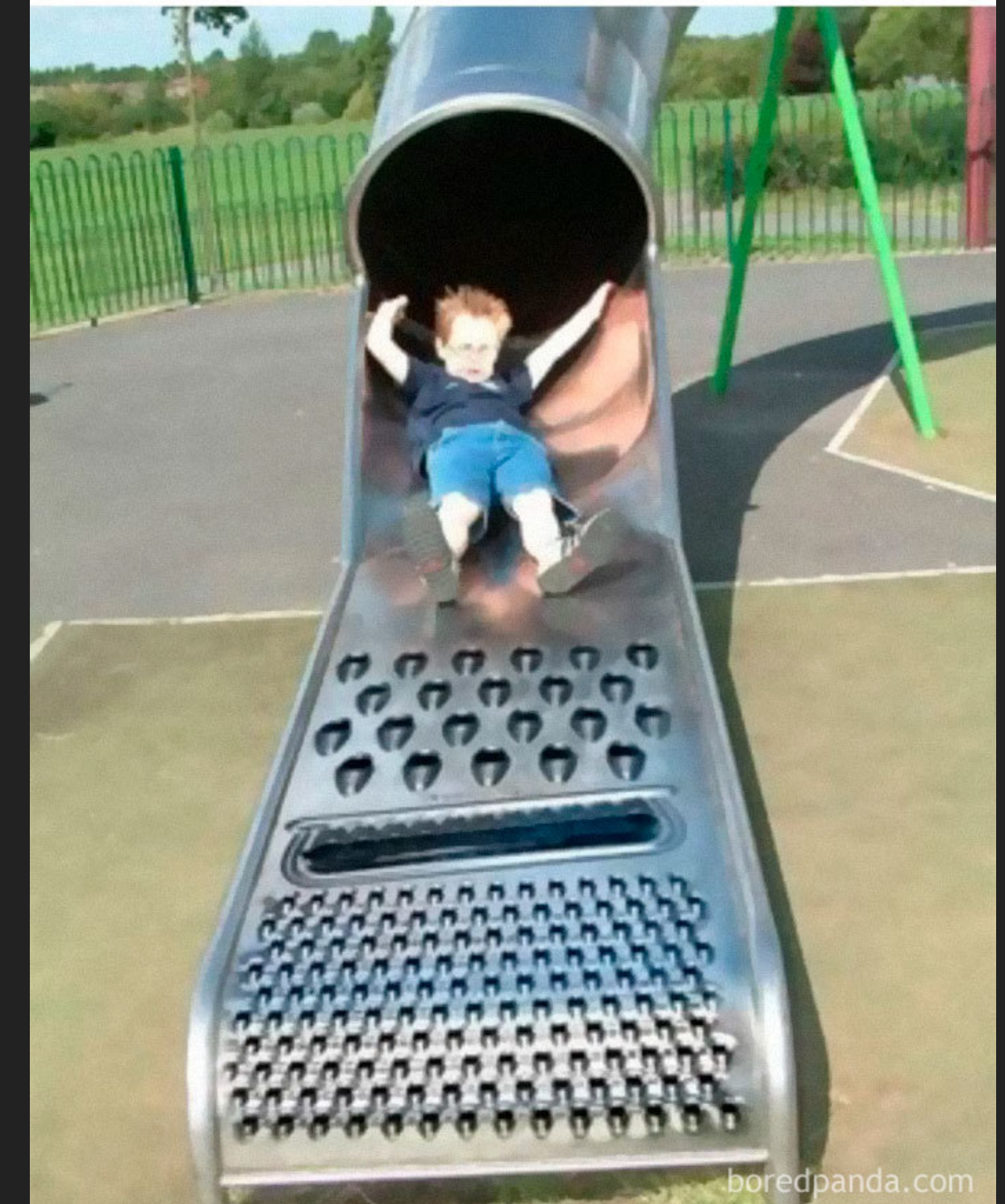
Stress



Hotel team trying to reforecast
revenue during covid19



If 2020 was a slide



▶ ▶ ▶ HAVE QUESTIONS? NEED ASSISTANCE? ▶ ▶ ▶

WE'RE HERE TO HELP



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