

ReVenYou



Revenue, Sales & Marketing Mentor Programme

Prepared by
CEO & Founder Tamie Matthews



Tamie Matthews CEO & Founder

About me

Having worked in the world of big international corporate hotels and benefited from the countless hours training and development they have invested in me, I am now working to pass on that knowledge to small and medium independent hotels/serviced apartments and boutique venues to help them fulfill their dreams of steady growth.

Why invest in this programme?

Do you have an area in your hotel that you know you need to understand slightly better but don't know how to start or even where? If you are closed or trading at a low occupancy, this is the best opportunity to focus on that list you have been putting in your pending box for so long.

At a time when recruiting is challenging, and it is vital to keep your team engaged and challenged, the best thing you could do for your team is to upskill them for when you re-open. It is the best time to develop your dedicated team as our mentoring sessions will increase loyalty and ultimately increase sales too. Giving your team the basic understanding and knowledge, they will gain the confidence to get started. Even if you are outsourcing certain areas, they will have the general knowledge to question and challenge your service provider and get the best value for your money.

This RevenYou Mentorship programme was developed with you in mind. It is a 1:1 personalised and tailored programme created to eliminate your pain points and meet your needs.

**Ultimately, we want your business to succeed in 2022.
You need to start now to get ahead of the game
and we are ready to go on this journey with you.**

Meet the team



Make it more simple, make it more profitable, make it RevenYou.



Moana
Revenue Specialist



Liz
Revenue Specialist



Elizabeth
Sales Specialist



Carol
Technology & PMS
Specialist



Angelique
Digital Marketing

**Combined have more than 80 years
of travel & tourism experience!**

The Programme



9 Sessions brimming with valuable information on how to drive revenue at your property!

1. Your customer

- a. The Travel Journey Map
- b. Defining your market segments, tracking them, forecasting their production
- c. What data to collect, how to use it and why?
- d. The booking journey: 5 standard emails to send all customer

2. Your website

- a. Is it a sales funnel – how long do people spend on the website?
- b. The forced customer journey
- c. Upselling
- d. Targeting your clients with promotions and packages.
- e. Analytics – how to set up and how to use them?
- f. Ranking – how to influence it?
- g. Content – the basics

3. Google

- a. How to rank and why
- b. Google Analytics
- c. Google My Business
- d. Importance of YouTube

4. Social Media

- a. Where to post
- b. What to post and when
- c. Creating a simple posting schedule
- d. Reviewing your successes and failures

5. Telephone Sales

- a. Who answers the phone, what are they saying and what are they capturing
- b. Sales v Order Taking – training your staff to convert
- c. Information to gather when talking to a potential client on the phone.
- d. Conversations – reception, restaurant, and the car park
- e. Corporate contracting – static or dynamic rates, local and national clients
- f. Account management – what information to keep, when, where and how

The Programme... continued



6. OTA's are not the enemy

- a. Meeting with a market manager – what questions to ask and what to do after the meeting
- b. Analytics – it is free so use it
- c. Reviews – how and when to respond to influence new bookings
- d. Which channels to list on in your location
- e. How to rank and why

7. Agents, TMCs, Lanyon and GDS

- a. What is GDS? How does it work and why should you list?
- b. Commission v nett. rates – how does this work
- c. Understanding how an agent works, what they look for and why?
- d. RFP season – government and corporate, what is this?

8. Revenue Management – how much should I sell my room for?

- a. Moving from static pricing to dynamic pricing – building a rate strategy
- b. Reviewing your competitor set
- c. Profit v loss – are you covering your costs
- d. When, why and how to discount
- e. Tracking the market – how and why
- f. Tracking your rates, production and distribution

9. Contactless – is your hotel ready for 2025?

- a. Customer Service – moving away from a registration card and milk at reception
- b. Personalised service – connecting with your customers
- c. Connectivity – no more manual data entry

There will also be a summary session at the end and we will be available to support after to answer any questions or queries.

As you can see your team will be exposed to a wide variety of topics in which they will then have the opportunity to find the missed opportunities and maximise them in the future.

