

# STRATEGIES & TACTICS RATE CONTRACTING

Introduction & workshop overview

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

# MERITON SERVICED APARTMENTS - A SUCCESS STORY

Keep it simple!

Partner with  
preferred OTA's

Know our brand  
presence on  
Google

Work Tripadvisor to  
our advantage

Reinvent!

# Meriton SERVICED apartments - CORPORATE RATE STRATEGY

- ▶ **Move majority of corporates to a dynamic pricing structure;**
  - ▶ 2015: 60% dynamic / 40 static.
  - ▶ 2016 target: 90% dynamic / 10% static.
- ▶ **Encourage smaller corporates to use our brand website.**
- ▶ **Creating a program to show benefit to corporates;**
  - ▶ Reservation portal.
  - ▶ Reward the person making the reservations.
  - ▶ Welcome the corporate traveler.
  - ▶ Increase the % discount based on volume as it increases.

# Alpha Hotels & Resorts

## - CORPORATE RATE STRATEGY

- ▶ **Increase % of corporates to a dynamic pricing structure;**
  - ▶ 2015: 30% dynamic / 70% static.
  - ▶ 2016 target: 50% dynamic / 50% static.
- ▶ **Encourage smaller corporates to use our brand website.**
- ▶ **Contracted Rate types:** 85% nett/ 15% commissionable
- ▶ **GDS:** 2016 strategic plan in progress
- ▶ **Creating a program to show benefit to corporates;**
  - ▶ Confidence they are getting the lowest price with % off
  - ▶ F&B, Conferencing & Off-Site catering discounts
  - ▶ Booking ease (WIP)
  - ▶ No booking fees


# CONTENT “PARITY”

## - A PARITY WORTH FOLLOWING

- ▶ Room types, descriptions and hotel information.
  - ▶ Hotel and room type images.
  - ▶ Audit the OTA's and their white label sites.
  - ▶ TripAdvisor is 'extra' important.
  - ▶ Don't forget the GDS!
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue background.

# FUTURE STRATEGY

## - HOTELS WORKING TOGETHER

- ▶ Share new ideas.
  - ▶ Push technology partners to evolve.
  - ▶ Put the industry first.
  - ▶ Don't be afraid to say no to an OTA.
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.

# 5 SALES STRATEGIES & TACTICS





# THE MARSHMELLOW CHALLENGE

**TIME:** 6 MINUTES

**AIM:** BUILD THE TALLEST TOWER

**TOOLS:** SPAGHETTI, TAPE, STRING & 1 MARSHMELLOW

**RULES:** MARSHMELLOW MUST BE AT TOP  
AND THE WHOLE STRUCTURE HAS TO STAND ON ITS  
OWN (THAT MEANS NO HANDS OR OTHER OBJECTS  
SUPPORTING IT!) FOR FIVE SECONDS.



HOW GOOD IS YOUR PIPELINE?

# The Pipeline

## Target Clients

The clients you specifically want to track and seek opportunities with

## Leads

any and all potential target jobs in the marketplace...

## Opportunities

Qualified lead... it will come, but just not yet. Need to maintain positioning and relationship

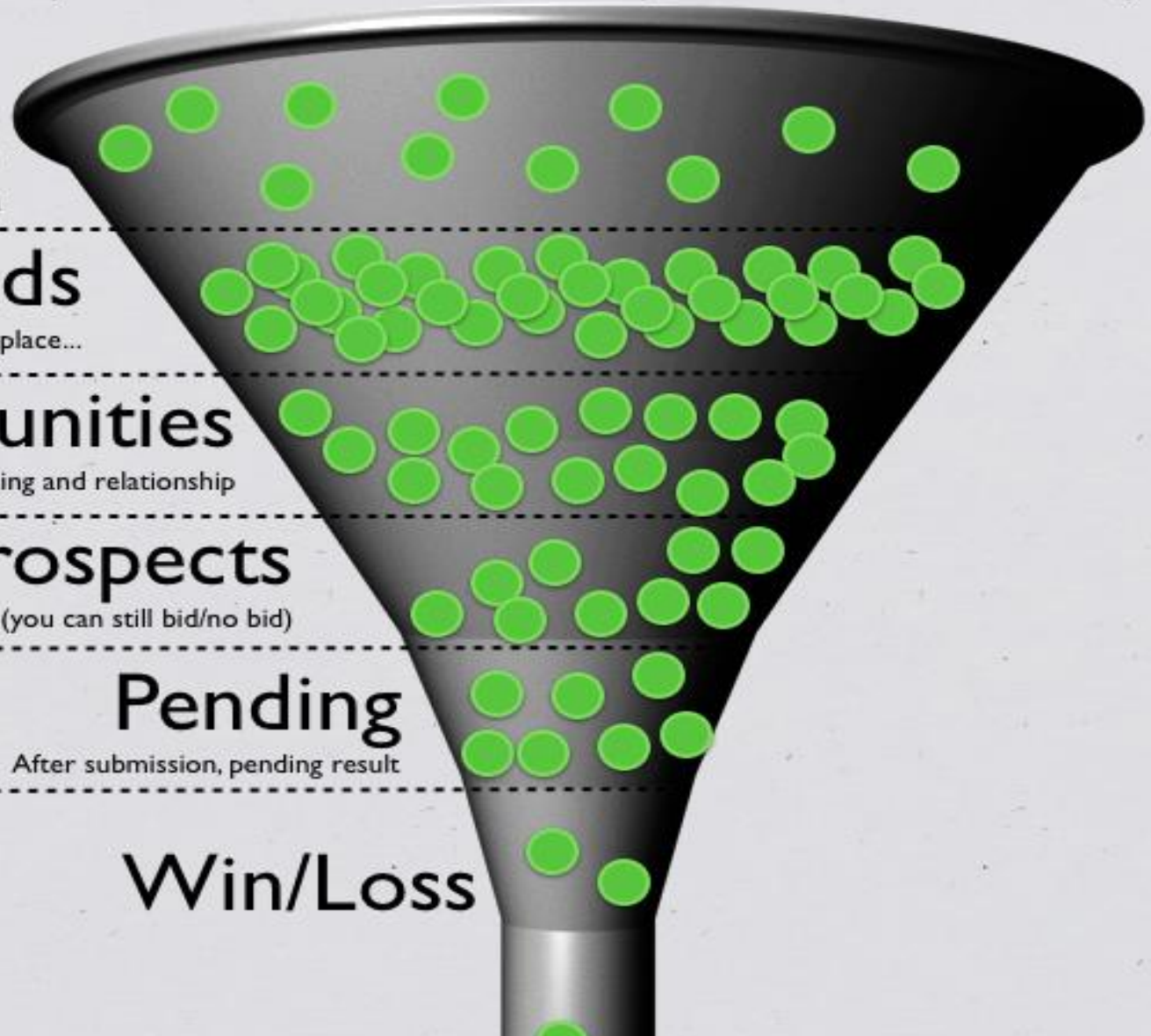
## Prospects

Only once a invitation or RFP has been released (you can still bid/no bid)

## Pending

After submission, pending result

## Win/Loss



# Understanding the buyer purchasing process & deciding factors

Need & Recognition/Problem awareness

Information Search

Evaluation of alternatives

Purchase

Post Purchase Evaluation



Ego

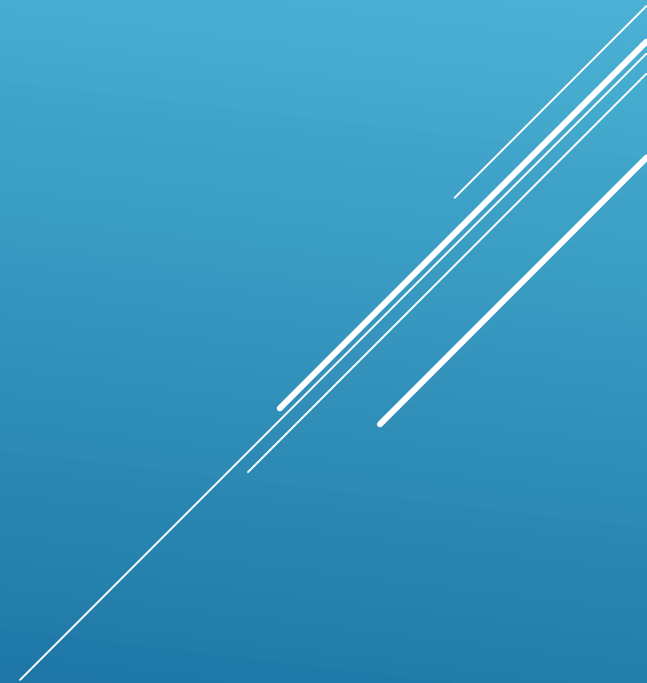
Ease

Ergonomics

Enjoyment

Evidence

# 5 E'S



# Take a different approach

<b>problem</b>	<b>get creative</b>		<b>problem</b>	<b>get organised</b>
Can't get into see client?	Try a new presentation method e.g moovly.com or present.me		I keep getting interrupted	Have your Top goal done before 9am – no excuses
Too many competitors	Offer insight Invest in you		I'm overloaded with paperwork	Schedule time in your day for this task. No more no less!

BE A PIONEER

QUESTION

RETHINK

REDO

WHEN THEY ZIG YOU ZAG (LISA MESSENGER)

# Ensure your housekeeping in order

GDS Rate  
Loading

Communication

Contractual  
terms

Actualization

Involvement



THANK YOU

