

<b>The Ownership Sales Knowledge Checklist</b>	<b>Yes</b>	<b>No</b>
Do you know your market penetration of revenues & its trends?		
By Competitive Set?		
By your Price Category?		
By your Macro and Micro Markets?		
By Similar Brands?		
Are you aware of your success in the various distribution channels?		
Your Brand or Private Web Site?		
Internet Wholesalers/Third-Party Sites?		
The Leisure Travel Agencies?		
The Corporate Travel Agencies?		
The Large Travel Consortia's?		
The Sales Office		
Your PMS System		
Your Brand 800#		
Do all Distribution Channels have Rate Parity and Integrity?		
Revenue Management		
Are You Receiving Booking Pace Reports Comparing Year-Over-Year Bookings?		
Sales Reporting		
Do You Know the Top 20 Clients' Productivity each Month and Year-Over-Year & Changes?		
Do You Know Each Sales Person Productivity Including Room Nights and Rates Sold?		
Do You Know What is Completed from Your Marketing Plan Each Month?		
Does Your Hotel Have a Quarterly Account Target List?		
Do All Accounts Have a Plan of Action and Are They Being Contacted at Least Quarterly?		
Advertising		
Do You Receive Production Reports Regarding Overall Revenues Generated for Ads?		
From Electronic Media?		
Print and Broadcast Media?		
Reservations Reporting		
Do You Know Who You Are Turning Down and Why?		
What Are the Conversion Rates for Reservation Inquiries?		
Are You Aware of Any Changes in Market Hotels and Hotel Inventory?		
Quality & Satisfaction		
Do You Have Frequent Reports from an Unbiased Secret Shopper?		
Are You Aware of the Results from your Brand's Last Inspection?		
Are You Aware of the Results from your last AAA Inspection?		
Does your Manager/Management Company do Inspections?		
Do you receive Comparative Guest Satisfaction Reporting by department & Experience?		
Profitability		
How Does Your Hotel's Results Stack Up Versus the Industry?		
In Profitability?		
In Expenses?		
In Labor Costs?		
In REVPAR generation?		

**Call us NOW if your hotel needs help to be running closer to full?**

