

GENERAL MANAGER'S CHECKLIST

PROPERTY OPERATIONS

MyPortal – <https://newmyportal.wyndhamworldwide.com>

- Utilize the MyPortal Website
- Create MyPortal ID's** for all staff using the Account Administration tool
- Access online tutorials** including Lanyon, Wyndham Rewards, Travel Agent Commission & others
- Share WHG Support** number with staff
- Review brand marketing** in the Market My Hotel to learn what is happening with your brand
- Review** resources discovered during the **ELO Wyndham Hotel Group Resource Showcase**
- Visit SoHO Learning Zone** for ongoing training

Strategic Sourcing – MyPortal>Suppliers/Development

- Visit the Strategic Sourcing Website for the most current list of approved suppliers - www.whgsourcing.com

Going Green – for money-saving ideas & socially responsible practices

- Access** - Wyndham Green on MyPortal > Manage My Business > Tools to Green My Business
- Access Strategic Sourcing** in the Hotel Departments tab of MyPortal for vendor & product information (in US)

SoHO Services – MyPortal>Learn with SoHO

- Visit Training Resources** section for resources & a schedule of upcoming classes
- Use the Learning Pathways** – to continue your education or create a learning path for your staff
- Attend** WOW webinar series
- Access online leadership development resources** under the **SoHO Learning Zone** section in order to motivate, guide, & manage staff effectively

CUSTOMER EXPERIENCE

MyPortal>Improve My Ratings

- Review **WynReview** reports to **identify opportunities for improvement & take action**
- Read, Respond, Review and React** to all guest feedback
- Review **QA physical evaluation** report to **identify opportunities** for improvement & take action
- Establish a Preventive Maintenance Program** & acceptable production levels in Housekeeping that respect quality & quantity
- Conduct regular quality **self-inspections**
- Take a combined approach to quality and guest satisfaction by using **WynReview** and other **feedback tools** to help you improve the guest experience

Customer Care – MyPortal>Improve My Ratings

- Implement tactics** to ensure delivery of Quality Guest Service
- Empower & train** staff to resolve guest issues effectively
- Research, resolve & report** on Customer Care cases within the allotted timeline – MyPortal>Improve My Ratings>Customer Care Resources
- Share guest feedback** with staff
- Manage on-line comments** by seeking them out proactively & responding effectively

Revenue Generation

Revenue Strategy Foundations – MyPortal>Generate Revenue

- Forecast regularly** in order to predict demand & set strategies
- Understand & **implement stay restrictions** when needed
- Manage Rate of the Day** effectively by researching competitors & training staff
- Manage rates** your Online Travel Agent (OTA) rates
- Check for **Rate Consistency** - using tools such as Rubicon or Kayak.com
- Utilize **Price Value Comparison (PVC) grid** to shop & assess competitive rates
- Analyze, STAR & Other Management reports** – MyPortal>Manage My Business>Run My Property Reports

Revenue Generation

- Load rates & inventory** for a minimum 18-24 months
- Visit the HTCS technical support knowledgebase at ekb.wyn.com** - for help and training on your PMS

Distribution Channels – MyPortal>Market My Hotel

- Maximize all distribution channels** with updated data & pictures, competitive rates & packages. Ask yourself:
 - Go to the online travel agent's web site to identify your placement:
 - Is your online content relevant and up-to-date (on brand website and on OTA's)?
 - Are you participating in online merchant programs?
 - What do your competitors look like online?
 - Is it necessary to consider implementing a promotion or other information to help make you more competitive?
 - Are you appearing on Opaque sites and are you offering Packages?
 - Monitor your Hotel by Setting up alerts in Google.
 - Are you treating customers like "gold"? What's being said about your hotel? Are their voices being heard?
- Contact your **DOS** and **Market Manager** to maximize placement on the site
- Discover how guests 'see' you by **shopping your hotel & your competitors online**

Wyndham Rewards – MyPortal>Increase Loyalty

- Train staff** on Wyndham Rewards logistics, earning & redemption
- Promote Wyndham Rewards** in order to add value to guests

PEOPLE MANAGEMENT

Cultivating Culture

- Share your **Brands Culture** with your staff
- Evaluate your Core Values** – foster good experiences and beliefs
- Create a Caring Environment**
- Empower** your Employees
- Recognize & Reward**

8 Dimensions of Leadership

- Use 8 Dimensions** or other tool to assess staff strengths & personality
- Practice lessons** learned from each of the 8 Dimensions

Other Leadership Resources

- Visit the Franklin Covey website - www.franklincovey.com** > Resources & Tools

MARKETING AND SALES

Global Sales Organization – MyPortal>Generate Revenue

- Visit the GSO Contact List** on MyPortal
- Tap into the various resources** for Sports, Transportation and Government
- Update Lanyon** hotel information & rates regularly
- Check for RFP's every Wednesday** & respond on a timely basis
- Visit WHG Sales** on MyPortal for resources, tools & contact lists. Ensure property information is updated in Lanyon, C-site, etc.
- Create a **Business Case** for accounts you would like business from
- Utilize GO LEADS** to respond to global sales leads
- Utilize GO LEADS PLUS** to refer leads to other hotels
- Enroll** at hotelplanner.com
- Evaluate** your Call Center message and showcase your property
- Review & Submit** your Group Sales Page
- Visit the trade shows website - whgTradeshows.com**
- Consider** the ResCentral Call Transfer Program

MARKETING AND SALES

Marketing Plan – MyPortal>Generate Revenue

- Conduct** a SWOT Analysis and Market Analysis
 - Train Front Desk** to sell value & sell service
 - Develop a marketing plan** that considers social networking & online tactics
 - Dedicate time to **prospecting for new clients weekly**
 - Organize a local sales effort** to help bring business to your hotel
 - Utilize the Sales Toolkit – MyPortal>Generate Revenue>Launch the Sales Toolkit**
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- Contact your** Director, Operations and Support **for assistance**
 - Contact you **Wyndham Hotel Group Support** with any questions, 888-328-0000
 - Know your key brand contacts – MyPortal>Support