

## Connecting with The Global Sales Organization (GSO)

### Global Sales Team

- The GSO team sells the most diverse hotel portfolio in the industry.
- They deliver value your hotel through our relationships and ability to connect with our properties and global clients.
- The Global Sales team consists of professional sales directors and agents located around the world, dedicated to delivering business to all 16 brands and developing exceptional relationships with global clients to help increase hotel revenue.
- Global Sales provides comprehensive services for our hotels. We ensure we have the right coverage
  - Transient: Our Transient team is deployed to maximize opportunities with top accounts to ensure that our hotels are benefiting from our relationships.
  - Group: Our outside and inside sales teams are streamlined to provide group revenue opportunities for our hotels with meeting space.
  - Leisure: We excel at covering specialty markets like: Transportation, Member Benefits, FIT (Foreign Individual Traveler or Frequent Independent Traveler), Tour and Travel.
  - And we ensure we have the right people
- Sales People: Seasoned sales professionals with best-in-class talent who are well equipped to navigate the marketplace.
- Sales Support: Vigilant support team focused on helping our sellers make Wyndham easy to do business with efficiently and effectively.
- Sales Leadership: Leadership team among the most experienced in the industry and having worked at the world's most respected hotel companies

## Rate and Content in Lanyon

When we talk about Rate and content in Lanyon there are 3 things you want to make sure you do:

1. Update your Generic Rate Plans
2. Update your Hotel Content
3. Submit your Account Wish Lists

To Update your Generic Rate Plans you'll need to:

- Log on to [Lanyon](#)
- Click on **Property Management & Property Rate Plans**
- Select **the Contract Period**
- Open each **Generic Rate Plan**
- Review **currency code** and update if needed
  - Currency must match CRS
- Room Type 1: Select **Standard (STD)**
- Enter full year **Season Date Range(s)**
- Enter **SGL / DBL rate** under **Rate to Offer Client** section
  - **CLICK HERE** for assistance in determining competitive rates to offer
- Click **Flag this Rate Plan as Approved** and click **Save Changes**

Update your Hotel Content:

For your hotel's **content** in Lanyon, there are eight (8) RFP sections you will need to update directly in the Lanyon **Property Profile** section as follows:

1. *Blackouts/Fair Date*
2. *Block Rooms*
3. *Contacts*
4. *Competitors*
5. *Dining Options*
6. *Environmental Impact*
7. *Meeting Rooms*
8. *Rate General Information*

*All remaining Property Profile sections must be updated directly in MyRequest*

## G.O. Leads

- Designate a lead administrator assigned on property to get new leads into the right hands for quick responses.
- Respond and/or update all leads within 24 hours. Empower your teams to make decisions and provide guidelines for quick deadline leads that need a quick response.
- *G.O. Leads will generate email notifications for follow-up items to include new incoming leads, status updates and decision due dates when passed. Reporting capabilities are available to assist you with tracking progress and follow-up.*
- *The comments section in G.O. Leads will communicate customers' needs and how you should respond (since each lead will have different requirements).*
- *The general manager must enroll into the G.O. Leads program in order to get copied on any past due notifications. This will also give the general manager the ability to run lead reports.*

## Go Meet

- Global Sales and your sales team can leverage go meet to help close group business at your hotel. A planner can earn with go meet by contacting global sales or you directly at the hotels.
- You can proactively offer go meet as a closing tool when contracting group business, or as a way to increase loyalty with planners.
- Be sure to include this in your contract with a planner and include their Wyndham Rewards member number. If they are not a member, encourage them to join at [wyndhamrewards.com/gomeet](http://wyndhamrewards.com/gomeet). This is more generous than any other program. No point cap and easier to attain award nights.
- Visit the Wyndham Rewards section of your brand marketing sites hosted by MarComet
  - Sales flyer
  - Email signature graphic

Visit MyPortal to review go meet resources:

- Property sales flyer
- Terms and conditions
- Frequently Asked Questions (FAQs)
- Group proposal templates

## Online Tutorials

Training Will cover:

G.O. Leads:

1. Introduction to G.O. Leads
2. How to enroll in G.O. Leads
3. Understanding the G.O. Leads Homepage
4. How to Assign New Incoming Leads in G.O. Leads
5. Viewing Lead Details in G.O. Leads
6. Updating Lead Status in G.O. Leads

Lanyon:

An introduction to RFP process

2. Navigation the system
3. Preparing comparison rate templates
4. Accessing RFPs
5. Completing Opt-out RFPs
6. My Portal Alerts
7. Declining Participation
8. Lanyon RFP Status Definitions
9. Completing Renegotiations

*MyPortal > Generate Revenue > Global Sales Tools*

## Tradeshows, Sales Missions, and/or Call Center Visits

- Over 100 customer-facing activities per year
- Exposure to over 50,000 trade show attendees in the global market annually
- Easy Registration
- Posted at the beginning of the year and billed at the close of the month from when you sign up. Benefits of customer facing touch points

*MyPortal > Generate Revenue > Global Sales Overview > Trade Shows and Events*

## Property Presentations

Showcase your Hotel

- Geographic Weather Information
- Unique Selling Points
- Property Information
- Guest Rooms
- Meeting Space
- Amenities
- Hot Dates & Seasons
- Comp Set
- Target Accounts
- Trip Advisor Feedback

## Global Sales Performance Reports

- The global sales performance reports provide insight into how global accounts are producing for the hotel and could identify accounts they may want to target.

*MyPortal > Manage My Business > Run My Property Reports*

## Wyndham Referral Rewards

- *Promotes Business within the WHR Family of Brands*
- *Perk for your employees to earn extra \$\$\$*
- *No limit on the number of referrals*
- *Qualified leads from other hotels or corporate employees*