

# Steps to Success for Merchant Relations Associates

## 1). Get to know the hotel that you will be representing and their demographics.

Each market varies and it is important for us to determine what the obstacles may be as quickly as possible so that we can anticipate the Prospect's concerns and provide solutions while we are offering them the opportunity. It is important that you **develop a strategy** for your particular market so that you can speak with authority as you represent the hotel. The more research you do, the more confidence the Prospect will have that you are the expert and have done your homework. The Hotel Management is trusting us to represent them in their community.

- Before you arrive, visit the hotel website to become familiar with their demographics. Do they cater to business travelers, vacationing families or both? Many times their website will list some of the corporate businesses that they cater to as well as some of the "Points of Interest" nearby, i.e. Stadiums, Arenas, Convention Centers. What is the area famous for and what events are coming up?
- Call the Hotel and ask if they provide a courtesy shuttle and what the radius is. Ask them what some of their favorite places to recommend for shopping, dining and entertainment are.
- When you arrive at the hotel introduce yourself to the Guest Services/Concierge Staff and Front Office Manager (FOM). Get the FOM's business card and scan/email to us, include the names of staff members that you meet with so we can add to our records. Tell them that you are working with (the GM or POC) to update their Concierge program. Show them the printed and digital PCM and explain how it will make their job a lot easier once everything is consolidated onto one piece. Ask them for a copy of what they are using now to make recommendations, (flyers, brochures, magazines etc.). You can show this to Prospects so they can see why the PCM will be a valuable replacement.

## 2). Develop a list of at least 100 businesses within a 5 mile radius of the hotel.

Before you arrive in your market you will want to use Google Maps and various other websites to build your list (i.e. "Visiting Tampa", "Best Restaurants", "Things to do in Tampa", etc.). You want the phone #, Owner/GM name and email address. You can usually find this on their websites, LinkedIn or Facebook under "About", pick up a business card or call and ask for this information. Include some of these types of businesses:

- Restaurants – mid to high end (preferably not Pizza/Chinese delivery)
- Boutiques – Ladies', Men's, Children and Pet
- Shopping Destinations such as Malls, Shopping Centers, etc.
- Nightlife – upscale Martini Lounge, Piano Bar, Dance Club, etc.
- Cigar lounge (not vape/tobacco stores)
- Golf course, Driving Range, Mini-golf
- Day Spa/salon/nail salon/tanning/massage/waxing
- Amusement – Aquarium, Arcade, Water Park, Family Fun Center, Dinner Boat Cruise
- Florist/Gift Store
- Movie Theater/Live Music Venue
- Parasailing, Boat Rental, Jet Ski Rental
- Transportation – Trolleys, Taxi, Limousine
- Museum – Art, History, Cultural

Look through our Digital Personal Concierge Maps for ideas and become familiar enough that you can show prospects similar businesses that have been successful with the program. If you are calling on a national chain, chances are we have worked with them in another market so feel free to reach out to your Team Leader to ask which maps you can present to the Prospect. Most of the time the hotel will provide a "Recommendation List" with some of their favorite shopping, dining and entertainment venues and any business that they may want to exclude. As a company we will exclude any Adult Entertainment venues and businesses that would be controversial for the hotel and their guests, such as New Age outlets, Psychics, Ghost Tours, Tattoo/Piercing Studios etc.

### **3. Send the "Initial Contact" email to everyone on your list.**

You will find this email template in the Associate Resource section of our website. You can send these in batches of 30-35 so that you can follow up in a timely manner. As you meet with Prospects you may need to send follow up emails with more specific information that they can share with their Marketing Department/Decision Maker, such as positions that are available and the Digital Rate Card that will be provided with your Availability (AV) Sheet.

### **4). Call everyone that you sent the "Initial Contact" email to within 24 – 48 hours.**

In order to create urgency, you want to follow up within this timeframe to schedule an appointment with the Decision Maker. You will find the Phone Script in the Associate Resource section of the website that has proven effective in setting the appointment and to qualify the merchant before you meet with them to make sure they are the Decision Maker.

### **5). Complete your Assignment Within 30 days by making 10 sales per week.**

To accomplish this, it is recommended that you schedule at least 6 "new" appointments per day x 4 days or a total of 24 appointments per week. Monday can be used for traveling, scheduling appointments and follow ups. A follow up is not considered a "new" appointment.

If you make 2-3 sales per day you should sign at least 10 merchants per week. If you maintain consistency of 24 appointments per week at only a 50% closing ration that would equal 12 sales. As you become more seasoned with the benefits of the Digital Personal Concierge Map your closing ratio should increase. Follow up with the ones that didn't close on the first visit within 1 – 2 business days of, otherwise the sense of urgency will be lost. See the Associate Resource section of the website for "How to Handle Concerns and How to Create Urgency"

With 10 sales per week you will be almost sold out in 3 weeks with the last week to wrap up any loose ends. To stay on track ask yourself:

- Did I send enough emails?
- Did I schedule with the Decision Maker?
- Did I build enough value or create enough urgency?
- Did I problem solve and overcome their objections/concerns?

- Did I follow up in a timely manner (1-2 business days)?
- Did I pursue quality prospects?
- Did I follow the scripts found in the Associate Resource section of the website?
- Did I get help/coaching from my Team Leader?

**6). Communicate with your Team Leader regularly to help you with strategies.**

If you aren't writing 2 sales per day/10 per week, get help from your Team Leader. This process is time tested and if you follow these steps you should reap the rewards. Typically, assignments are valued at a minimum of \$20,000 with a potential of \$7,000 in commission, (25% commission = \$5,000 plus a 10% completion bonus of \$2,000 if completed by the End Date noted on your Assignment Agreement). If you work 12 assignments per year your annual income potential is over \$84,000!