

EVERYONE SELLS

EVERYONE SELLS is simply the power EVERY team member has to impact revenue during their daily tasks. Every team member has the ability to help impact their hotel's revenue. This is possible by elevating the level of engagement with guests; for example, taking the time to give a warm smile or writing a welcome note.

Getting started:

Everyone Sells resources exist to help you and your team develop and sustain Everyone Sells in your hotels.

1. Hang this in your office.

2. Use the cards.

The Everyone Sells cards were designed to be a discussion tool. One of the best ways to get your team engaged is to ask each member which goal on their role card they commit to doing that day.

For example:

- Housekeeping may commit to "Know your Top 5 Accounts"
- Maintenance could choose to "Acknowledge every guest with a smile or greeting"
- Front Desk can commit to "Collect complete guest information including email address"

3. Complete the Planning Worksheet.

Spend a few minutes to jot down your top 5 accounts, top 5 target accounts, your competitors' top 5 accounts, and your market demand generators. This will get you and your team thinking about other places to find revenue.

4. Encourage your team to fill out lead sheets.

All it takes is asking a couple of questions, like "What brings you to town?" or "How often do you travel?" This will help you and your team gather the necessary information to complete a lead sheet. Put the lead sheet pad at the front desk where they are readily available and designate a spot to put complete leads so that you or your sales representative can follow up. *Note that filling out a lead sheet is not the same as submitting a group referral.

5. Designate a lead catcher and a place for leads in your hotel.

This may be an AGM, Front Desk person or even a Housekeeper with an affinity towards Sales. Does your team know where to put the leads they gather? Have you designated a basket or a place on the GM's desk?

6. Talk about Group Referrals with your team.

Discuss what a Group Referral is, where to send Group Referrals, and how Group Referrals benefit the team.

7. Celebrate wins.

Every time your team brings you information that could lead to revenue it is considered a "WIN." Information could be gathered through a business card, a company name, a logo spotted on a passing truck. These bits of information can help you uncover new revenue.

Celebrate your team and send in their success stories to <https://www.surveymonkey.com/r/everyonesells>



Visit [Wyndham Community > Loyalty & Marketing > Local Sales](#) for more information

Questions? Send them to everyonesells@wyndham.com.

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