

Sales Tracking System

Simple Solutions, Inc.

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1/15/2013



Why Simple Solutions?

- Simple, Effective and Affordable Solutions
- Time-tested Company with Proven Track Record Since **1989**
- Develops and Maintains Excellent Customer Relations & Provides Ongoing Expert Consultation
- Prompt System Modifications to Meet Clients' Specific and Changing Needs
- Works Closely with Management Companies to Automate and Streamline their Sales Effort
- Diverse Hotel Brand Experience



Installed Hotels

- Simple Solutions has Systems Installed in over **450** hotels within the following hotel brands
 - All Corporate Managed Hampton Inn and Homewood Suites
 - Embassy Suites, Hilton Hotels, Hilton Garden Inns
 - Hyatt Place Hotels
 - Radisson Hotels, Country Inn & Suites
 - Marriott Courtyard and Residence Inn Hotels
 - Holiday Inn Select/Holiday Inn Express, Staybridge Suites
 - Crowne Plaza Hotels
 - Comfort Inn & Suites, Clarion Hotels, Quality Inns, Sleep Inns, Econo Lodge, Rodeway Inns
 - Wyndham Hotels
 - Best Western Hotels



Why Sales Tracking System?

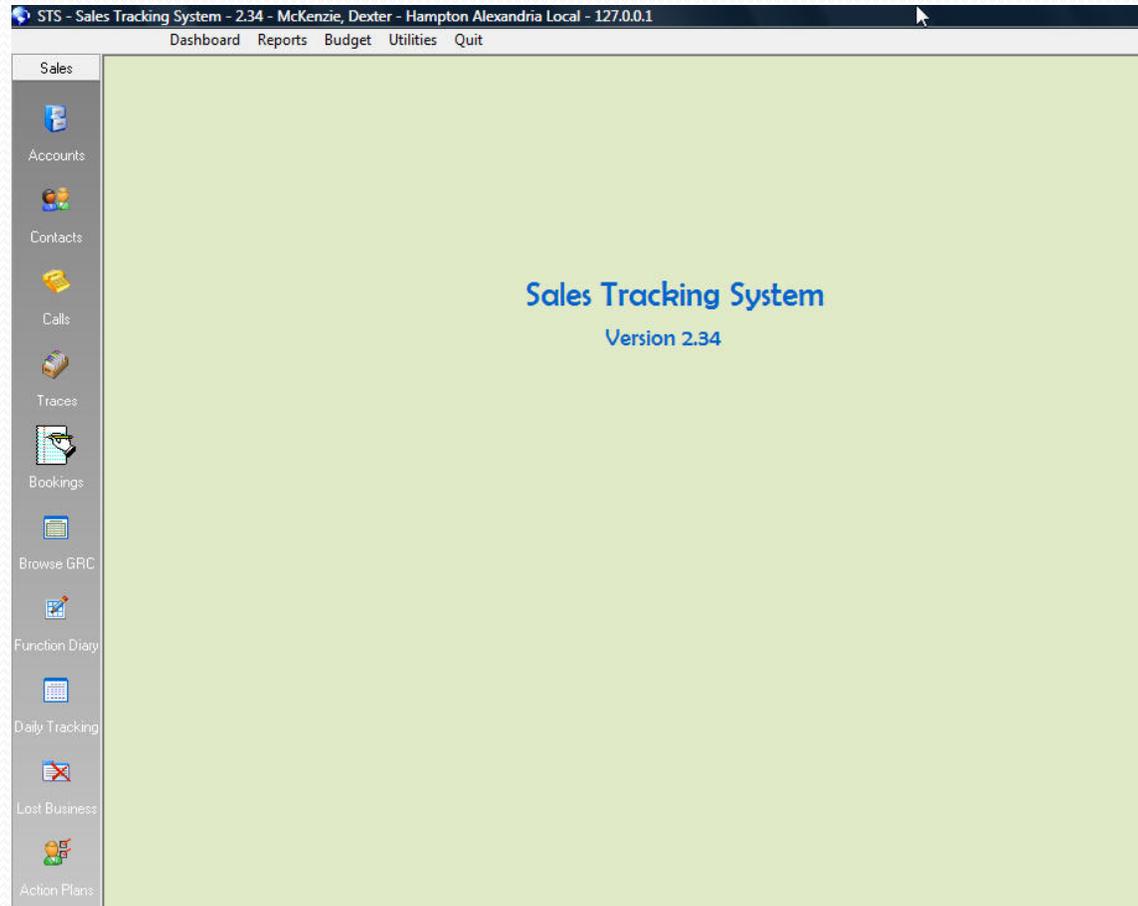
- The Most Affordable Full Featured Sales and Catering Program on the Market
- Internet Based Allowing Easy Remote Access
- Increases Sales Productivity, Accuracy and Maximizes Profit Potential
- Automates Key Functions of Your Sales Effort
- Reduced Training Requirements
- Installed Base of Hotels

STS

Full Featured Sales and Catering Program

- Account Management
 - Company Profiles
 - Travel Profiles
 - Extensive Contact Tracking
 - Flexible Sales Call Module
 - Trace System Integrates with Sales Calls and Group Bookings
 - Instant Account Stats
 - Sales Pipeline Tracking
- Group Bookings
 - Automated GRC with Suggested Rate Module
 - Easily Merge Bookings into Contracts/Letters with Word
 - Automatic Traces from Bookings
 - Seamless Interface with Online Proposal System (Proposal Path)
- Catering
 - Function Diary
 - Catering Contracts/BEO's/Bqt Checks
 - Production vs Budget Tracking
- Reporting
 - Company Tracking Statistics
 - Group Business Pace
 - Salesperson Production
 - Catering Reports
 - Over 50 Reports
- Other Features/Options
 - Internet Based-Remote Access to Data
 - Interfaces with Outlook
 - Email Blasts
 - Sales Action Planning Module
 - **Corporate Rollup Reports**

STS



First, let's take a look at some of the features of STS.

STS - Login

**Sales Tracking System
Log In**

User Name: DMCKENZIE

Password: xxxxxxxxxxxx

Property Code	Property Name	Connection	IP A
11176_Wingate	Wingate Greensboro	Remote	67.
MEBNC	Hampton Inn Mebane NC	Remote	67.
BTRNA	Springhill Baton Rouge	Remote	67.
SARATOGA	Saratoga Arms	Remote	67.
SHVSB	Courtyard Shreveport	Remote	67.
NC562	Quality Inn Greensboro	Remote	67.
NC562	Quality Greensboro Local	Local	127

Log In Cancel

Since STS is Web based, you can easily choose which hotel you would like to log into.

Dashboard

The Dashboard allows the user to begin their day with pertinent information

Message Of The Day

Message of the Day

The Message Of The Day is designed to display a message you would like all users to see when they open the Dashboard screen. Only users with the proper authorization can change the message.

My Sticky Notes

1. Call Micki
2. Conf Call with Jeff - 4pm

The Sticky Notes is a personal "to do" list. They are not tied to the Traces or Appointments. To add/change the list just click in the window and begin typing. The changes will be saved when you click out of the window.

Sales Person: MLH-Heineken Open Dashboard On Login

My Appts/Traces | My Bookings/Calls | My Account Hit List | My Performance Stats

Tuesday, December 01

December, 2009

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

January, 2010

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

8:00
9:00
10:00
11:00
12:00 pm
1:00

Site tour with Trevor Walden

Open Traces. You can change the view by changing the dates in the drop downs above the trace grid.

My Traces

Appt Date Only Choose Dates 11/24/2009 Through 12/8/2009

Trace Date	File Code	Code	Description	Priority	First	Last	Sales ID	Phone
11/24/2009	WED	THK	AT-Thank You	2	Holly	Urguhart	MLH	571-242-0338
11/24/2009	PARK	THK	AT-Thank You	2	Steven	Somers	MLH	202-619-7018
11/24/2009	ALL ABOARD	CMC	SC-Client Maint. Cal	C	Christina	Boyer	MLH	517-437-4844
11/24/2009	PROSPECT	FQC	SC-Follow-Up Qual C	F	Kendra	McMurray	MLH	703-816-5987

Accounts

Accounts -

File Code: FIRST Account Status: Active Primary Segment: GTUR ...
Corp No: FIRST Sales Person: MLH ...
Account Name: 1st Baptist School Parent ID: ...
Lead Source: ...

Browse Account Details Account Profile Contacts Calls Traces Notes Groups Tracking

Quick Search: Account Name File Code Sales Person Status
Search Refresh
Begins With Contains

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

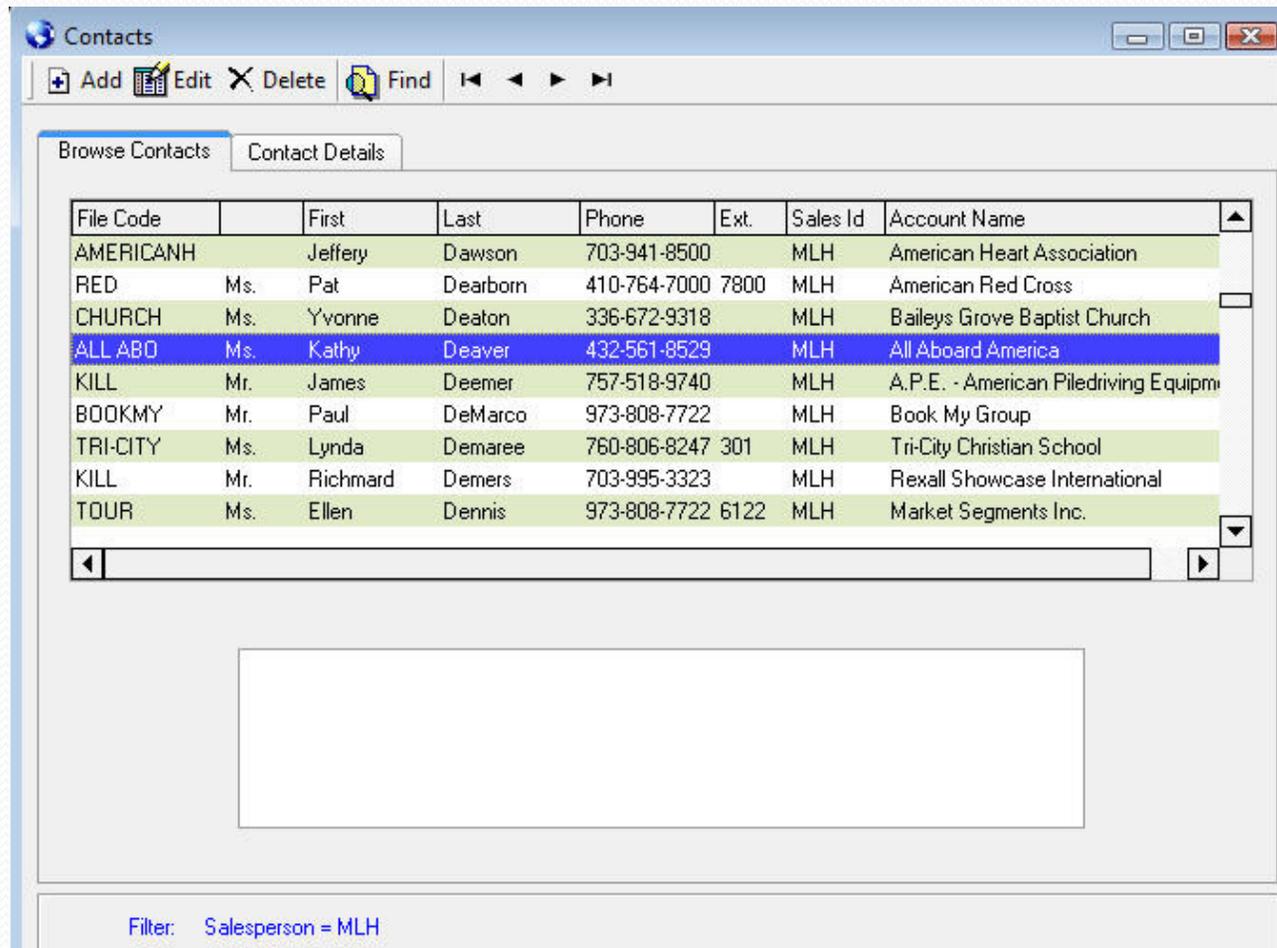
FILE_CODE	ACCT_NAME	STATUS	SALES_ID	SEGMENT	LAST_CALL	NEXT_TRACE
FIRST	1st Baptist School	Active	MLH	GTUR	9/1/2011	9/19/2011
49 FIGHTER	49th Fighter Interceptor Squadron	Active	MLH	GSMF	4/27/2011	1/17/2012
AAA OFFICE	AAA Offices	Active	MLH	TPRO	9/19/2011	9/19/2011
AACHAR	AAA Travel	Active	MLH	GTUR	10/28/2009	1/24/2012
ACADEMIC	Academic Adventure	Active	MLH	GTUR	6/15/2011	6/22/2011
ACCENTURE	Accenture - Tracking	Active	MLH	TCRP		5/31/2011
ACCUNLIMIT	Accommodations Unlimited	Active	MLH	GTUR	10/8/2009	12/20/2011
ADP	ADP Project for tracking	Active	MLH	TLNR		11/24/2011
ADVANCEDIN	Advanced Innovations	Active	MLH	GCRP	1/28/2009	12/12/2011
AECOM	AECOM	Hit List	MLH	TLNR	5/25/2011	12/6/2011
AGILITY	Agility Logistics	Hit List	MLH	TLNR	4/27/2011	12/8/2011
AIMCO	AIMCO	Active	MLH	TCRP	6/22/2009	12/6/2011
AIRPORT	Airport Accommodations	Active	MLH	TLEI	1/27/2011	11/9/2011
AMERICAN A	American Assoc. for Correctional & Forensic	Active	MLH	GASN	7/26/2006	12/14/2011
ACA	American Counseling Association	Active	MLH	GASN	7/21/2009	6/15/2011
AMERI	American Geological Institute	Inactive	MLH	GASN	1/30/2009	11/16/2011

Filter: Salesperson = MLH

Users can easily manage an unlimited number of accounts in STS. They can also easily manage their Contacts, Sales Calls and Traces from this screen.

Contacts

Manage an unlimited number of contacts



The screenshot shows a window titled "Contacts" with a toolbar containing "Add", "Edit", "Delete", and "Find" buttons. Below the toolbar are two tabs: "Browse Contacts" (selected) and "Contact Details". The main area displays a table of contacts with the following columns: File Code, First, Last, Phone, Ext., Sales Id, and Account Name. The "ALL ABO" contact is highlighted in blue. Below the table is a large empty rectangular box. At the bottom, a filter is applied: "Filter: Salesperson = MLH".

File Code		First	Last	Phone	Ext.	Sales Id	Account Name
AMERICANH		Jeffery	Dawson	703-941-8500		MLH	American Heart Association
RED	Ms.	Pat	Dearborn	410-764-7000	7800	MLH	American Red Cross
CHURCH	Ms.	Yvonne	Deaton	336-672-9318		MLH	Baileys Grove Baptist Church
ALL ABO	Ms.	Kathy	Deaver	432-561-8529		MLH	All Aboard America
KILL	Mr.	James	Deemer	757-518-9740		MLH	A.P.E. - American Piledriving Equipm
BOOKMY	Mr.	Paul	DeMarco	973-808-7722		MLH	Book My Group
TRI-CITY	Ms.	Lynda	Demaree	760-806-8247	301	MLH	Tri-City Christian School
KILL	Mr.	Richmard	Demers	703-995-3323		MLH	Rexall Showcase International
TOUR	Ms.	Ellen	Dennis	973-808-7722	6122	MLH	Market Segments Inc.

Filter: Salesperson = MLH

Sales Calls

Record Your Call History

Sales Calls

Browse Calls | Call Details

FILE CODE	ACCT NAME	LAST	First	DATE	TYPE	SALES ID	Phone	Ext	EVENT#
SUNNYLAN	Sunnyland Tours	Lay	Ruth	11/12/2009	00	MLH	417-826-5450		6832
BELMONT	Belmont Abby College	Ryan	Jenny	11/11/2009	RGT	MLH	704-461-5094		6881
MISC	C.A. TURNER-50th Birthd: Turner	Kelisha		11/11/2009	CMI	MLH	703-850-6482		6792
PROSPECT	Booz Allen & Hamilton	McMurray	Kendra	11/11/2009	EML	MLH	703-816-5987		
PROSPECT	American Sportfishing Assc	Leonard	Mike	11/11/2009	EML	MLH	703-519-9691		
WED	Anis / Hardin Wedding Gu	Anis	Paulette	11/11/2009	EML	MLH	908-421-6505		
PROSPECT	Defense Contract Audit Ag	Timmeiman	Amanda	11/11/2009	VMT	MLH	703-325-9578		
TOUR	D.L.D. Travel	Granger	Daisey	11/11/2009	CMT	MLH	434-392-9391		6669
TOUR	General Tour Groups	Stoupa	Mike	11/10/2009	PQT	MLH	540-869-1864		111
TOUR	Tour Connections	.	Sharon	11/10/2009	PQT	MLH	715-735-6235		
TOUR	Breckinridge MS	Gerbus	Heather	11/9/2009	PQT	MLH	540-853-2251		
TOUR	Pilot Tours	.	Beverly	11/9/2009	PQT	MLH	336-765-7341		
GAYLORDO	Segovia	Gasper	Wesley	11/9/2009	RGT	MLH	571-332-1438		6877

Rebooked the group for the March for Life in January. Emailing her a contract, but she will be leaving the school. She is not sure who will be taking her place, but she left us her cell number and will help us if we need it. Sending contract.

Sales Calls

Browse Calls | Call Details

File Code: BELMONT

Event No: 6881

Date Of Call: 11/11/2009 | Posted On: 11/11/2009

Account Name: Belmont Abby College

Contact Name: Ms. Jenny Ryan

Title:

Address: 100 Belmont-Mt Holly Road

City: Belmont | State: NC | Zip: 28012

Email: jennyryan@bac.edu

Phone: 704-461-5094 | Ext:

Fax: 704-829-7167 | Cell: 704-574-1124

Sales Rep: MLH | CC:

Call Type: RGT | Lead Source:

Trace Date: | Trace Code: | Trace Priority:

Market Segment: GSMF

Account Type: B

Acct Proximity: FEED

Type of Bus.: SCHL

Seasonal Demand: ONE

Industry / SOB: EDUC

Add Appt. To Outlook | Start Time:

Add Task To Outlook | End Time:

Rebooked the group for the March for Life in January. Emailing her a contract, but she will be leaving the school. She is not sure who will be taking her place, but she left us her cell number and will help us if we need it. Sending contract.

Traces

Traces / "Tickler" System

Traces

Browse Traces | Trace Details | Appointments

Trace Date	File Code	Code	Description	Priority	First	Last	Sales ID	Phone	Ext	Status
11/12/2009	TOUR	CMC	SC-Client Maint. Cal	1	Bryan	Stevenson	MLH	724-287-3222		0
11/12/2009	MISC	CMC	SC-Client Maint. Cal	1	Sherrill	Gregory	MLH	714-777-9359		0
11/12/2009	ETA	FU	AT-Follow Up	3	Joanne	Griffing	MLH	401-822-7777		0
11/13/2009	TOUR BROKE	THK	Thank You	2	Carla	Yoder	MLH	330-722-0027		0
11/13/2009	TOUR	FU	AT-Follow Up	3	Tammy	Polifka	MLH	717-404-2985		0
11/13/2009	PROSPECT	FQC	SC-Follow-Up Qual. C	F	Mike	Leonard	MLH	703-519-9691		0
11/13/2009	WED	FQC	SC-Follow-Up Qual. C	F	Paulette	Anis	MLH	908-421-6505		0
11/14/2009	BUREAU	THK	AT-Thank You	2	Drew	Cason	MLH	425-453-2121		0
11/14/2009	TL	THK	AT-Thank You	2	Cindy	Harris	MLH	803-358-2220		0
11/16/2009	TOUR	FQC	SC-Follow-Up Qual. C	F	Beverly	.	MLH	336-765-7341		0
11/16/2009	GAYLORDDOVE	FU	AT-Follow Up	3	Wesley	Gasper	MLH	571-332-1438		0
11/17/2009	MISC	CMC	SC-Client Maint. Cal	1	Bobbie	Thomas	MLH	740-427-4044		0
11/17/2009	TOUR	CTDP	AT-Contract & Dep Du	1	Tanya	Lantz	MLH	252-339-7426		0
11/17/2009	MISC	THK	AT-Thank You	2	David	Schaum	MLH	757-213-5407		0
11/17/2009	TOUR	FQC	SC-Follow-Up Qual. C	F	Sharon	.	MLH	715-735-6235		0
11/17/2009	PROSPECT	FQC	SC-Follow-Up Qual. C	F	Amanda	Timmeiman	MLH	703-325-9578		0

Sales Call Notes On - 11/11/2009 - For- Defense Contract Audit Agency - Called and received voice mail. left message - trace to follow up again.

Traces

Browse Traces | Trace Details | Appointments

File Code: PROSPECT

Event No: [...]

Trace Date: 11/17/2009

Account Name: Defense Contract Audit Agency

Contact Name: Ms. Amanda Timmeiman

Address: 5905 Richmond Highway

City: Alexandria State: VA Zip: [...]

Email: amanda.timmeiman@dcaa.mil

Phone: 703-325-9578 Ext: [...] Fax: [...] Cell: [...]

Sales Rep: MLH

Trace Code: FQC Description: SC-Follow-Up Qual. C

Priority: F

Status (O/C): 0

Sales Call Notes On - 11/11/2009 - For- Defense Contract Audit Agency - Called and received voice mail. left message - trace to follow up again.

Group Bookings

The screenshot shows a software window titled 'Bookings'. At the top is a menu bar with options: Add, Edit, Cancel, Copy, Delete, Calls, Traces, Catering, and Print. Below the menu bar is a form with various input fields:

- Hotel Code: WASAX ...
- File Code: COUNCIL ...
- Event No: 6778
- Account Name: Council for Logistics Research, Inc.
- Event Name: ANG LCP
- Status: D
- Group Type: C
- Arrival: 11/2/2009
- Departure: 11/4/2009
- Segment: GGOV ...
- Sales Person: MLH ...
- Catering Person: MLH ...

Below the form are tabs for 'Browse', 'Booking Details', 'Rooms', 'Billing', 'Pick Up', and 'Notes'. Under the 'Browse' tab, there are search filters for Event No, Sales ID, Beginning Date (11/1/2009), Ending Date (11/17/2009), and Status. A 'Quick Search' section includes fields for File Code and Event Name. A 'Search' button is also present.

At the bottom is a table with the following columns: HOTEL, FILE CODE, EVENT #, EVENT NAME, ARRIVA, DEPARTURE, CONTACT, STATUS, CXL, SALES ID.

HOTEL	FILE CODE	EVENT #	EVENT NAME	ARRIVA	DEPARTURE	CONTACT	STATUS	CXL	SALES ID
WASAX	COUNCIL	6778	ANG LCP	11/2/2009	11/4/2009	Goodick	D	N	MLH
WASAX	LETTER	6465	National Association of Letter Carrier	11/3/2009	11/3/2009	McAleese	D	N	MLH
WASAX	CROSSCTRY	6736	Effective Techniques for Total Body	11/3/2009	11/3/2009	Russell	D	N	MLH
WASAX	MISC	6821	Crystal User.Com	11/3/2009	11/6/2009	Garcia	D	N	AW
WASAX	CROSSCTRY	6703	Cross Country Seminars	11/4/2009	11/4/2009	Russell	T	Y	MLH
WASAX	COUNCIL	6779	ANG LCP	11/4/2009	11/6/2009	Goodick	D	N	MLH
WASAX	FUN	6845	Donald Hersh Memorial	11/4/2009	11/8/2009	Hersh	T	N	AW
WASAX	TOUR	6336	Discovery Tours - Adults	11/6/2009	11/8/2009	Paonsha	D	N	MLH
WASAX	MISC	6430	82nd Airborn Division Vets	11/6/2009	11/12/2009	DeVries	T	Y	CB
WASAX	MISC	6431	82nd Airborn Division Vets	11/6/2009	11/12/2009	DeVries	D	N	AW
WASAX	INDIBA	6909	India International	11/8/2009	11/8/2009	DeVries	D	N	MLH

All of the group information automatically flows from this screen. This includes the GRC, all Group Reports, follow up Traces etc.

GRC Screen

Browse GRC 10/23/2009 - 10/29/2009 GROSS Rooms

Back Forward Goto Date Net Rooms Acct Name Print

Browse GRC Room/Rate Table Calendar Events

Event #	Booked	SP	Seg	Event Name	Av Rate	Fri	Sat	Sun	Mon	Tue	Wed	Thu
						10/23	10/24	10/25	10/26	10/27	10/28	10/29
6599	04/21/200	AW	GSMF	D Hale/Rudell Wedding Block	109.00	20	20					
6678	06/24/200	MLH	TLNR	D Phoenix Consulting Group	139.00	12	12	12	12	12	12	12
6706	07/16/200	AW	GSMF	D Hurrin/Hall Wedding Block	124.00	10	10					
6711	07/16/200	MLH	GGOV	D US Marine Corp Reserve	84.00	11	11	11	11	11	11	11
6820	10/08/200	MLH	GSMF	D Excursions Unlimited	125.67		17	17	17			
6819	10/07/200	MLH	GGOV	D Defense Threat Reduction Agency	189.00				10	10	10	10
6838	10/21/200	MLH	GTUR	D JBS Hotels - East Coast Div.	63.90						9	9
6839	10/22/200	MLH	GTUR	D JBS Hotels - East Coast Div.	0.00						0	0
6753	08/26/200	MLH	GSMF	T Huguenot High School JROTC	129.00			15	15			
Totals						Fri	Sat	Sun	Mon	Tue	Wed	Thu
Total Tentatives						0	0	15	15	0	0	0
Total Definites						79	120	72	53	36	42	42
Allocation						0	0	0	0	0	0	0
Group Rooms Allocation						175	175	175	130	130	130	150
To Sell						0	0	0	0	0	0	0
Group Rooms To Sell						96	55	88	62	94	88	108
Suggested Rates						124	124	169	179	179	179	169
Total Prospects						0	0	0	0	0	0	0
Transient Rooms						0	0	0	0	0	0	0
Sell Type												

Function Diary

Diary - WASAX-Hampton Inn-Oldtown 2011 Back Thursday, November 10, 2011 Forward 2011 Hold All Diary Weekly

Thursday, November 10/2011

Rooms	7:00a	8:00a	9:00a	10:00a	11:00a	12:00p	1:00p	2:00p	3:00p	4:00p	5:00p	6:00p	7:00p	8:00p	9:00p	10:00p
P1-Potomac 1						# 7746-AETNA IN										
P2-Potomac 2						# 7796-EANGUS - Executive Council Meeting										
MVB-Mt. Vernon Boardroo						# 7796-EANGUS - Executive Council Meeting										
BA-Breakfast Area							# 7829-JMK SHOWS									
W1-Washington 1							# 7402-82nd Airborn Division Vets									
W2-Washington 2							# 7402-82nd Airborn Division Vets									
JEF-Jefferson Boardroom										# 7402-82nd Airb						
LIB-Library Area																
LOBB-Lobby Area																
PAR-Parking Lot Area																

File Code	Event #	Date	Room	Function	Set For	Start	Stop	Sales ID	Stat	Type	Post As
EANGUS	7796	11/10/2011	P2	MEE	40	7:00am	3:00pm	MLH	D	B	EANGUS - Executive Council Meeting
EANGUS	7796	11/10/2011	MVB	RECP	20	8:00am	12:00AM	MLH	D	B	EANGUS - Executive Council Meeting
MISC	7829	11/10/2011	BA	BRE	25	8:00am	11:00am	AW	T	R	JMK SHOWS
MISC	7746	11/10/2011	P1	MEE	30	11:00am	1:00pm	AW	D	C	AETNA INC.
MISC	7402	11/10/2011	WAS	RECP	40	12:00pm	12:00am	AW	D	B	82nd Airborn Division Vets
MISC	7402	11/10/2011	JEF	MEE	10	3:30pm	5:30pm	AW	D	B	82nd Airborn Division Vets
AAA OFFICE	7725	11/10/2011	LOBB	BAGS	44	5:30pm	5:30pm	MLH	D	R	AAA Office - North Jersey - Adult

Sales Action Plans

Sales Action Plan - Browse Projects

SALES ID	PROJ #	TARGET	COMPLETED	ACTION	DESCRIPTION
FG	411	10/07/2009		Telemarketing/Teleprospecting Activities	Research Right to Life M
AW	391	10/14/2009		Collateral Materials Production	Hotel Rack Cards
FG	383	10/14/2009		Client/Prospecting Events - Off Site	Deliver Lunch to Top 4 A
MLH	384	11/04/2009		Repeat Guest Promotions	Purchase Client Apprecia
MLH	393	11/04/2009		Direct Mailings/Newletters	Christmas Card/Thanksg
FG	392	11/11/2009		Sales Blitzes (Local)	Holiday Rate Promotion -

PROJ_NO	DATE	DESC	COMP_DATE
393	09/09/2009	Thanksgiving Cards - Select and Order	
393	10/14/2009	Thanksgiving Card - Compile list and prepare mailing	
393	10/27/2009	Thanksgiving cards - postage	

Sales Action Plan - Project Details

Assigned To: MLH Market Segment: GCRP
Target Date: 11/04/2009

Project: Direct Mailings/Newletters
Description: Christmas Card/Thanksgiving Cards

Additional Project Notes:

Goal/Objective: Client Appreciation
Additional Goal Notes:

Results:

Project Evaluation Repeat Rating:
 Definitely
 Probably
 Maybe
 Probably Not
 Definitely Not

Estimated \$: 400.00 Tasks Cost \$: 305.00 Trace Date: 11/04/2009
Actual \$: 0.00 Code: API

Completed:

Will You Be Creating Additional Tasks? (Yes)
(Note: You must complete a Task screen and assign a G/L code for budgeting)

STS has a Sales Action Plan module that allows sales associates to build their sales action/marketing plans into STS. It tracks critical dates and costs for the projects.

A Few Sample Reports from STS

- Tracking Reports
 - Total Room Nights Per Account
 - Market Share/Penetration
 - Month-End Sales
 - New Accounts Report
- Account Management
 - Sales Calls
 - Sales Call Statistics
 - Trace Report
 - Lost Business Report
 - Sales Pipeline
- Group Reports
 - Groups On The Books
 - Sales Production
 - Monthly GRC
 - Pace Report
 - Rooms Contract (can be modified through Microsoft Word)
 - Booking Recap
- Catering Reports
 - Banquet Event Order (can be modified through Microsoft Word)
 - Weekly Function Sheet
 - Catering Pace Report

Plus Many Others Not Included In This Package...

GRC By Day

Quickly View The Groups On The Books

Today's Date: 09/01/09

Page: 1 Of 2

Your Hotel Name Here

GRC By Day Report

Hotel Code: WASAX

Dates: Between 10/01/09 and 10/31/09

Salesperson: All Salespersons

Gross Rooms vs Net Rooms

All Accounts

Ev No	Booked Cut Off	Group Name Resv Method	ST	SID	Seq	Rms	ADR	Rm Rev	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
									1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
6678	6/24/2009 7/2/2009	Phoenix Consulting Group	D	MLH	TLNR	372	139.00	51708	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
		Net Rooms				372	139.00	51708	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
6711	7/16/2009 7/4/2009	US Marine Corp Reserve Rooming List	D	MLH	GGOV	330	84.00	27720	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
		Net Rooms				330	84.00	27720	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
6602	4/22/2009 9/2/2009	Gadsby's Tavern Museum Individual Request	D	MLH	GSMF	50	99.00	4950		25	25														
		Net Rooms				40	99.00	3960		20	20														
6724	7/28/2009 9/3/2009	Flint/Leist Wedding Block Individual Request	D	AW	GSMF	45	132.33	5955			15	15	15												
		Net Rooms				45	132.33	5955			15	15	15												
6764	9/3/2009 9/22/2009	Architectural Woodwork Institu Individual Request	D	CB	GCRP	51	169.00	8619						6	15	15	15								
		Net Rooms				51	169.00	8619						6	15	15	15								
6709	7/16/2009 9/8/2009	Colonial Pathways Tours Rooming List	D	MLH	GTUR	20	169.00	3380								20									
		Net Rooms				18	169.00	3042								18									

Annual Report by Month

In the year, for the year, group performance

Today's Date: 09/01/09

Segment: All Segments

Sub-Segment: All Sub-Segments

Salesperson: All Salespersons

Your Hotel Name Here
Annual Report - By Month
Net Rooms - Definite, Tentative and Prospect
Actual + Blocked Rooms

	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Total
Current Year													
Definite Rms	510	1,264	929	944	1,220	364	612	389	1,166	1,345	572	0	9,315
Definite Rev	95,122	187,867	145,129	156,922	184,296	46,766	78,992	52,188	133,254	168,280	73,588	0	1,322,383
Definite ADR	186.51	148.63	156.22	166.23	151.06	128.48	129.07	134.16	114.28	125.10	128.65	0.00	141.96
Tentative Rms	8	0	0	0	0	0	10	0	10	150	59	174	411
Tentative Rev	1,432	0	0	0	0	0	1,387	0	1,740	19,321	7,992	21,576	53,448
Tentative ADR	179.00	0.00	0.00	0.00	0.00	0.00	138.70	0.00	174.00	128.81	135.46	124.00	130.04
Prospect Rms	0	0	0	0	0	0	0	0	0	0	0	0	0
Prospect Rev	0	0	0	0	0	0	0	0	0	0	0	0	0
Prospect ADR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Rms	518	1,264	929	944	1,220	364	622	389	1,176	1,495	631	174	9,726
Total Rev	96,554	187,867	145,129	156,922	184,296	46,766	80,379	52,188	134,994	187,581	81,580	21,576	1,375,831
Total ADR	186.40	148.63	156.22	166.23	151.06	128.48	129.23	134.16	114.79	125.47	129.29	124.00	141.46
Budget Rms	619	1,001	997	1,300	1,551	1,009	422	622	632	935	644	427	10,159
Budget Rev	96,906	131,156	145,987	189,138	229,206	149,720	52,712	83,202	89,748	111,297	80,927	42,559	1,402,558
Budget ADR	156.55	131.02	146.43	145.49	147.78	148.38	124.91	133.77	142.01	119.03	125.66	99.67	138.06
Variance Rms	-101	263	-68	-356	-331	-645	200	-233	544	560	-13	-253	-433
Variance Rev	-352	56,711	-858	-32,216	-44,910	-102,954	27,667	-31,014	45,246	76,284	653	-20,983	-26,727
Variance ADR	29.84	17.60	9.79	20.74	3.28	-19.91	4.32	0.39	-27.22	6.44	3.62	24.33	3.40

Note: Actual Pick Up used for dates prior to 09/01/09

1/15/2013

Pace Report

Current Future Bookings Compared To Same Time Last Year

Today's Date: 09/01/09

Your Hotel Name Here
Pace Report
Net Rooms

Report Begins On: 08/01/09

	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Total
Current Year																			
Definite Rms	628	1,166	1,345	572	0	35	152	351	307	506	482	36	0	0	72	0	0	0	5,652
Definite Rev	66,397	133,254	168,260	73,588	0	3,465	19,360	51,513	42,443	76,449	51,508	4,284	0	0	12,888	0	0	0	703,409
Definite ADR	105.73	114.28	125.10	128.65	0.00	99.00	127.37	146.76	138.25	151.08	106.86	119.00	0.00	0.00	179.00	0.00	0.00	0.00	124.45
Tentative Rms	41	10	150	59	174	30	505	44	203	423	0	75	60	0	0	0	0	0	1,774
Tentative Rev	4,719	1,740	19,321	7,992	21,576	3,170	72,711	8,176	28,825	42,426	0	7,675	6,340	0	0	0	0	0	224,671
Tentative ADR	115.10	174.00	128.81	135.46	124.00	105.67	143.98	185.82	142.00	100.30	0.00	102.33	105.67	0.00	0.00	0.00	0.00	0.00	126.65
Total Rms	669	1,176	1,495	631	174	65	657	395	510	929	482	111	60	0	72	0	0	0	7,426
Total Rev	71,116	134,994	187,581	81,580	21,576	6,635	92,071	59,689	71,268	118,875	51,508	11,959	6,340	0	12,888	0	0	0	928,080
Total ADR	106.30	114.79	125.47	129.29	124.00	102.08	140.14	151.11	139.74	127.96	106.86	107.74	105.67	0.00	179.00	0.00	0.00	0.00	124.98
Budget																			
Budget Rms	622	632	935	644	427	0	0	0	0	0	0	0	0	0	0	0	0	0	3,260
Budget Rev	83,202	89,748	111,297	80,927	42,559	0	0	0	0	0	0	0	0	0	0	0	0	0	407,733
Budget ADR	133.77	142.01	119.03	125.66	99.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	125.07
Variance																			
Variance Rms	47	544	560	-13	-253	65	657	395	510	929	482	111	60	0	72	0	0	0	4,166
Variance Rev	-12,086	45,246	76,284	653	-20,983	6,635	92,071	59,689	71,268	118,875	51,508	11,959	6,340	0	12,888	0	0	0	520,347
Variance ADR	-27.46	-27.22	6.44	3.62	24.33	102.08	140.14	151.11	139.74	127.96	106.86	107.74	105.67	0.00	179.00	0.00	0.00	0.00	-0.09
Same Time Last Year																			
Total Rms	340	726	1,215	819	273	70	368	294	441	568	110	0	0	0	0	0	0	0	5,224
Total Rev	44,430	97,572	166,194	119,409	31,047	11,730	49,152	47,940	75,469	97,992	16,390	0	0	0	0	0	0	0	757,325
Total ADR	130.68	134.40	136.79	145.80	113.73	167.57	133.57	163.06	171.13	172.52	149.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	144.97
Variance																			
Variance Rms	329	450	280	-188	-99	-5	289	101	69	361	372	111	60	0	72	0	0	0	2,202
Variance Rev	26,686	37,422	21,387	-37,829	-9,471	-5,095	42,919	11,749	-4,201	20,883	35,118	11,959	6,340	0	12,888	0	0	0	170,755
Variance ADR	-24.37	-19.61	-11.31	-16.51	10.27	-65.49	6.57	-11.95	-31.39	-44.56	-42.14	107.74	105.67	0.00	179.00	0.00	0.00	0.00	-19.99

1/15/2013

Total Room Nights Per Account

This Report Allows Tracking of Key Accounts with 3 Year History

Report Date: 09/01/09
Sorted On: Account Name

Your Hotel Name Here
Total Room Nights Per Account
Dates: Between 01/01/07 and 12/31/09
Salesperson: All Salespersons
Segment: TLNR

<u>Corp #</u>	<u>Account Name</u>	<u>Year</u>	<u>Rate</u>	<u>Total</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>
		2008	\$128.71	3801	506	509	310	285	247	244	307	323	346	313	218	193
		2007	\$128.34	1473	11	11	12	46	72	68	93	102	117	233	329	379
PHOENIX	Phoenix Consulting Group	2009	\$157.95	314	81	125	61	13	4	0	0	30	0	0	0	0
		2008	\$141.69	1323	65	24	9	144	218	60	42	235	86	280	147	13
		2007	\$124.84	1956	89	167	175	198	88	318	56	138	267	217	159	84
SAFARI	SAFARI	2009														

Sales Pipeline Report

Track Key Contacts In The Sales Pipeline

Today's Date: 09/01/09

Page: 1 Of 1

Your Hotel Name Here
Sales Pipeline Report
 August-2009
 Salesperson: MLH

Sales Person
 Contact Name

Account Name		Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Total
Micki Heineken	Rooms	25	25	50	50	0	0	0	0	0	0	0	0	150
Kay Miller	ADR	109.00	109.00	109.00	109.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	109.00
A Going Concern	Rm Revenue	2,725	2,725	5,450	5,450	0	0	0	0	0	0	0	0	16,350
	Catering Rev	250	250	500	500	0	0	0	0	0	0	0	0	1,500
Begin Pipelin 08-2009	Sales Stage: 02-Qualification													

Micki Heineken	Rooms	10	15	25	50	50	0	0	0	0	0	0	0	150
Sue Anderson	ADR	99.00	99.00	99.00	99.00	99.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.00
A Yankee Line, Inc.	Rm Revenue	990	1,485	2,475	4,950	4,950	0	0	0	0	0	0	0	14,850
	Catering Rev	0	0	500	500	500	0	0	0	0	0	0	0	1,500
Begin Pipelin 08-2009	Sales Stage: 01-Prospect													

SUB-TOTAL	Rooms	35	40	75	100	50	0	0	0	0	0	0	0	300
	Rm Revenue	3,715	4,210	7,925	10,400	4,950	0	0	0	0	0	0	0	31,200
	Catering Rev	250	250	1,000	1,000	500	0	0	0	0	0	0	0	3,000
TOTAL-ALL	Rooms	35	40	75	100	50	0	0	0	0	0	0	0	300
	Rm Revenue	3,715	4,210	7,925	10,400	4,950	0	0	0	0	0	0	0	31,200
	Catering Rev	250	250	1,000	1,000	500	0	0	0	0	0	0	0	3,000

Sales Call Statistics Report

Track The Sales Call Performance Of Your Sales People

Today's Date: 09/01/09

Your Hotel Name Here
Sales Call Statistics Report
Dates: Between 08/01/09 and 08/31/09
Salesperson: All Salespersons

<u>Sales ID</u>	<u>Salesperson</u>	<u>Call Code</u>	<u>Call Description</u>	<u># Of Calls</u>	<u>Monthly</u>		<u>Points</u>	<u>Monthly</u>	
					<u>Call Goal</u>	<u>Variance</u>		<u>Point Goal</u>	<u>Variance</u>
AW	April Washington	CMI	Client Meeting In Person	13	0	13	52.00	0.00	52.00
AW	April Washington	CMT	Client Relationship Enhan	25	23	2	25.00	23.00	2.00
AW	April Washington	EML	E-mail Contact	2	0	2	0.00	0.00	0.00
AW	April Washington	GBT	Group Block Update	5	0	5	0.00	0.00	0.00
AW	April Washington	PFT	Prospect Follow-Up (TM)	23	20	3	23.00	20.00	3.00
AW	April Washington	PQT	Prospect Qualification TM	20	20	0	40.00	40.00	0.00
AW	April Washington	RGT	Book or Re-Book Group	11	10	1	33.00	30.00	3.00
AW	April Washington	SSI	Site Inspection	3	15	-12	18.00	90.00	-72.00
AW	April Washington	SVT	Sick, Vacation, Training	1	0	1	20.00	0.00	20.00
AW	April Washington	VMT	Voice Mail	33	0	33	0.00	0.00	0.00
			Calls WithOut Goals	54			72.00		
			Calls With Goals	82	88	-6	139.00	203.00	-64.00
			Total Calls	136	88	48	211.00	203.00	8.00

Group Consumption Versus Goals

Track The Performance Of Your Sales People's Group Sales Activity

Today's Date: 09/01/09

Segment: All Segments

Sub-Segment: All Sub-Segments

Sales Person: All Salespersons

Your Hotel Name Here

Group Blocked/Actuals By Sales Person vs Goals

Net Rooms - Definite, Tentative and Prospect

Sales Person		Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Annual Total	
Micki Heineken	Blocked	Rooms	334	560	660	154	609	240	349	499	768	1,073	344	174	5,784
		ADR	191.46	140.86	150.20	143.94	136.78	119.38	134.13	103.10	105.81	122.41	129.99	124.00	130.68
		Revenue	63,946	78,880	99,129	22,166	83,301	28,650	46,811	51,446	81,262	131,347	44,716	21,576	753,230
Groups	Actual	Rooms	392	827	556	243	519	141	288	223	106	0	0	0	3,275
		ADR	188.78	153.03	154.79	154.93	144.62	124.11	142.36	145.97	113.43	0.00	0.00	0.00	152.53
		Revenue	74,000	126,558	86,062	37,647	75,058	17,499	38,152	32,552	12,024	0	0	0	499,552
		Pick Up %	117.4%	147.7%	84.2%	157.8%	85.2%	58.8%	76.8%	44.7%	13.8%	0.0%	0.0%	0.0%	56.8%
Goal	Rooms	106	189	219	24	69	60	20	30	26	0	0	0	743	
	ADR	192.55	124.02	128.08	138.46	133.97	151.58	113.05	152.20	161.92	0.00	0.00	0.00	140.78	
	Revenue	20,410	23,439	28,050	3,323	9,244	9,095	2,261	4,566	4,210	0	0	0	104,598	
Variance - Blocked vs Goals	Rooms	228	371	441	130	540	180	329	469	742	1,073	344	174	5,021	
	ADR	-1.09	16.84	22.11	5.48	2.81	-32.21	21.08	-49.10	-56.11	122.41	129.99	124.00	-10.10	
	Revenue	43,536	55,441	71,079	18,843	74,057	19,555	44,550	46,880	77,052	131,347	44,716	21,576	648,632	
Variance - Actual vs Goals	Rooms	286	638	337	219	450	81	248	193	80	0	0	0	2,532	
	ADR	-3.77	29.02	26.71	16.47	10.65	-27.48	29.31	-6.23	-48.49	0.00	0.00	0.00	14.01	
	Revenue	53,590	103,119	58,012	34,324	65,814	8,404	35,891	27,986	7,814	0	0	0	394,954	

Group Production Versus Goals

Track Your Sales People's Future Group Booking Activity Versus Goals

Today's Date: 09/01/09

Your Hotel Name Here
Group Room Production Report w/Goals
 Net Rooms
 Segment: All Segments

Report For: 08-2009

Salespersons		New Definites	Definite Changes	Definite Cancels	Net Rooms			YTD Net	YTD Quota	YTD Variance	Tentatives		
					Net Rooms Nights	Quota	Variance				New	Changes	Canceled
April Washington	Rms	180	-10	0	170	120	50	1152	980	192	-160	91	0
	Rev	21674	-2240	0	19434	14280	5154	137692	114240	23452	-19294	9669	0
Charles Blackwell	Rms	219	68	-96	191	110	81	1068	1155	-87	73	87	-92
	Rev	29121	10492	-16224	23389	14215	9174	147744	151845	-4101	12107	-3827	-13428
Hotel Hotel	Rms	0	-86	0	-86	0	-86	0	0	0	0	0	0
	Rev	0	-11384	0	-11384	0	-11384	0	0	0	0	0	0
Micki Heineken	Rms	493	36	-50	479	500	-21	4547	4450	97	362	0	-52
	Rev	69362	2544	-8950	62956	64150	-1194	566403	572250	-5847	52329	0	-9308
Total	Rms	892	8	-146	754	730	24	6767	6565	202	275	178	-144
	Rev	120157	-588	-25174	94395	92645	1750	851839	838335	13504	45142	5842	-22736

Weekly Sales Report

The report summarizes all activity for a sales person. Along with the information below, it prints the notes from Target Accounts, Sales Call Notes, and Appointments for the next 2 weeks.

Page: 1
Weekly Sales Report
 Hotel Code: WASAX
 Salesperson: MLH-Micki Heineken
 Today's Date: 11/17/2009
 Beginning Date: 10/04/2009
 Ending Date: 10/10/2009

<u>Month To Date Totals:</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Occupancy:	63.4 %	79.1 %	-15.8 %
ADR:	\$154.79	\$157.51	(\$2.72)
Room Revenue:	647,487	822,967	-175,480
RevPAR:	\$98.06	\$124.64	(\$26.58)

New Business Booked: Net Rooms- Definites, Tentatives, Prospects

<u>Event No</u>	<u>Account Name</u>	<u>Status</u>	<u>Booked On</u>	<u>Arrival</u>	<u>Room Nts</u>	<u>Rate</u>	<u>Total Revenue</u>
6720	Legacy Tours - Spring Time In DC - Seniors	D	10/08/2009	04/15/2010	80	\$159.00	12,720
6804	American Destinations - Briquoport Patrols	D	10/09/2009	05/21/2010	17	\$139.00	2,363
6811	Kenrich Family Gathering	D	10/08/2009	12/23/2009	21	\$89.00	1,869
6816	Villines Tour - Senior Group	D	10/06/2009	06/25/2010	72	\$109.00	7,848
6819	Defense Threat Reduction Agency	D	10/08/2009	10/26/2009	40	\$189.00	7,560
6820	Excursions Unlimited	D	10/09/2009	10/24/2009	45	\$125.67	5,655
TOTAL							38,015

New Catering Booked: Definites, Tentatives, Prospects

<u>Event No</u>	<u>Account Name</u>	<u>Status</u>	<u>Booked Or Arrival</u>	<u>Food</u>	<u>Bev</u>	<u>Rm Rent</u>	<u>AV Rev</u>	<u>Oth Rev</u>
6811	Kenrich Family Gathering	D	10/08/2009 12/23/2009	0	0	250	0	25
TOTAL							250	25

Lost Business

<u>Event#</u>	<u>Group Name</u>	<u>Lost On</u>	<u>Arrival</u>	<u>Reason</u>	<u>Rms</u>	<u>Rm Rev</u>	<u>FB Rev</u>	<u>Total Rev</u>
6697	Skivrest Christian School	10/06/2009	03/22/2010		48	48	0	9,072
TOTAL							48	9,072

Call Statistics - w/Goals

<u>ID</u>	<u>Type Of Call</u>	<u># of Calls</u>	<u>Point Worth</u>	<u>Total Points</u>	<u>Point Goal</u>	<u>Variance</u>
MLH	ADM Admin Activity	1	0.00	0.00	0.00	0.00
MLH	CCI Cold Call In Person	0	2.00	0.00	5.00	-5.00
MLH	CMI Client Meeting In Person	0	4.00	0.00	6.00	-6.00
MLH	CMT Client Relationship Enhanc	7	1.00	7.00	3.00	4.00
MLH	EML E-mail Contact	1	0.00	0.00	0.00	0.00
MLH	PAI Prospect Meeting (IP)	0	5.00	0.00	3.00	-3.00
MLH	PFT Prospect Follow-Up (TM)	7	1.00	7.00	3.00	4.00
MLH	PQT Prospect Qualification TM	8	2.00	16.00	7.00	9.00
MLH	RGT Book or Re-Book Group	2	3.00	6.00	12.00	-6.00
MLH	SSI Site Inspection	1	6.00	6.00	7.00	-1.00
Totals		27		42.00	46.00	-4.00

Sales Action Plan

Your Sales People Can Build and Track Their Sales Action Plans in STS

Today's Date: 09/01/09

Page: 1

Your Hotel Name Here
30/60/90 Day Sales Action Plan

Sales Person: Charles Blackwell

Report Date: 09/01/09

30 Day: October-2009

<i>Project/Action/Tasks</i>	<i>Goal / Goal Notes</i>	<i>Cost</i>	<i>Target Date</i>	<i>Sales ID</i>	<i>Completed Date</i>
Telemarketing/Teleprospecting Activities					
Research Right to Life March in January - Try to increase our group business for January		\$0.00	10/07/09	CB	
Research Right to Life March in January -		\$0.00	10/07/09	CB	
Client/Prospecting Events - Off Site					
Deliver Lunch to Top 4 Accounts	Cleint Appreciation through construction	\$0.00	10/14/09	CB	
Obtain approvals on date and items		\$0.00	09/21/09	MLH	
Select items and order		\$0.00	10/09/09	MLH	
Calls to make appointments		\$0.00	10/09/09	MLH	
Deliver items to clients and pay for lunches 0778.08		\$200.00	10/14/09	MLH	

60 Day: November-2009

<i>Project/Action/Tasks</i>	<i>Goal / Goal Notes</i>	<i>Cost</i>	<i>Target Date</i>	<i>Sales ID</i>	<i>Completed Date</i>
Sales Blitzes (Local)					
Holiday Rate Promotion - Office Project Targeting local Apartment Complexes as well as companies for visiting families members over the Christmas and Thanksgiving Time Frames	Complete 30 sales calls for each holiday	\$0.00	11/11/2009	CB	
Sales Calls to Promote Holiday Rates		\$0.00	11/11/09	CB	
Complete Sales Calls		\$0.00	12/07/09	CB	
Complete Sales Calls		\$0.00	12/14/09	CB	

1/15/2013