Sales Tracking System
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
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

1/15/2013
First, let’s take a look at some of the features of STS.
Since STS is Web based, you can easily choose which hotel you would like to log into.
The Dashboard allows the user to begin their day with pertinent information.
Accounts

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

1/15/2013
All of the group information automatically flows from this screen. This includes the GRC, all Group Reports, follow up Traces etc.
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**

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**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**

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1/15/2013
## Annual Report by Month

In the year, for the year, group performance

### Your Hotel Name Here

#### Annual Report - By Month

Net Rooms - Definite, Tentative and Prospect
Actual + Blocked Rooms

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**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

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# Total Room Nights Per Account

This Report Allows Tracking of Key Accounts with 3 Year History

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<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
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# Sales Pipeline Report

## Track Key Contacts In The Sales Pipeline

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<th>Oct-09</th>
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<th>Feb-10</th>
<th>Mar-10</th>
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<th>Jun-10</th>
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## SUB-TOTAL

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1/15/2013
### Sales Call Statistics Report

**Track The Sales Call Performance Of Your Sales People**

**Your Hotel Name Here**

**Sales Call Statistics Report**

**Dates:** Between 08/01/09 and 08/31/09  
**Salesperson:** All Salespersons

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<th>Call Code</th>
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<th>Variance</th>
<th>Points</th>
<th>Monthly Point Goal</th>
<th>Variance</th>
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**Calls Without Goals:** 54  
**Calls With Goals:** 82  
**Total Calls:** 136  

Points: 211.00  
Monthly Point Goal: 203.00  
Variance: 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/Actuats By Sales Person vs Goals
Net Rooms - Definite, Tentative and Prospect

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<th>Feb-09</th>
<th>Mar-09</th>
<th>Apr-09</th>
<th>May-09</th>
<th>Jun-09</th>
<th>Jul-09</th>
<th>Aug-09</th>
<th>Sep-09</th>
<th>Oct-09</th>
<th>Nov-09</th>
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<td>152.20</td>
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<td>337</td>
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1/15/2013
### Group Production Versus Goals

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

#### Your Hotel Name Here

**Group Room Production Report w/Goals**

**Net Rooms**

<table>
<thead>
<tr>
<th>Segment: All Segments</th>
<th>New</th>
<th>Definite</th>
<th>Definite Changes</th>
<th>Definite Cancells</th>
<th>Net</th>
<th>Quota</th>
<th>Variance</th>
<th>YTD Net</th>
<th>YTD Quote</th>
<th>YTD Variance</th>
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<td>April Washington</td>
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1/15/2013
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.

---

### Weekly Sales Report

**Hotel Code:** WA SAX  
**Salesperson:** MLH-Michelle Heineke

**Guests:**

<table>
<thead>
<tr>
<th>Month To Date Totals</th>
<th>actual</th>
<th>budget</th>
<th>variance</th>
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<tr>
<td>Occupancy</td>
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<td>ADR</td>
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<td>$197.61</td>
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### New Business Booked: Net Rooms- Definites, Tentatives, Prospects

<table>
<thead>
<tr>
<th>Event No</th>
<th>Account Name</th>
<th>Status</th>
<th>Booked On</th>
<th>Arrival</th>
<th>Room Nts</th>
<th>Rate</th>
<th>Total Revenue</th>
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<tbody>
<tr>
<td>2023</td>
<td>Las Vegas Convention Center</td>
<td>D</td>
<td>10/08/2009</td>
<td>04/15/2010</td>
<td>00</td>
<td>$50.00</td>
<td>$2,720</td>
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<td>2004</td>
<td>American Express - Corporate</td>
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<td>10/08/2009</td>
<td>02/21/2010</td>
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<td>Marriott Vacation Club</td>
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<td>10/08/2009</td>
<td>12/23/2009</td>
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<td>$1,965</td>
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<td>2026</td>
<td>Wynn Hotel - Las Vegas</td>
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<td>06/01/2010</td>
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### New Catering Booked: Definites, Tentatives, Prospects

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<th>Event No</th>
<th>Account Name</th>
<th>Status</th>
<th>Booked On</th>
<th>Arrival</th>
<th>Food</th>
<th>Rev Rm Rent</th>
<th>AV Rev</th>
<th>Oth Rev</th>
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<td>Marriott Vacation Club</td>
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<td>10/08/2009</td>
<td>12/23/2009</td>
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### Lost Business

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<th>Event #</th>
<th>Group Name</th>
<th>Lost On</th>
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<th>Reason</th>
<th>Rms Rm Rev</th>
<th>FB Rev</th>
<th>Total Rev</th>
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<tr>
<td>2007</td>
<td>Serendipity Resort</td>
<td>10/08/2009</td>
<td>03/22/2010</td>
<td>05</td>
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<td>0.072</td>
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### Call Statistics - w/Goals

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<th>Type Of Call</th>
<th># of Calls</th>
<th>Point Worth</th>
<th>Total Points</th>
<th>Point Goal</th>
<th>Variance</th>
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<td>ACM Admin Activity</td>
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<td>0.00</td>
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</tr>
<tr>
<td>MLH</td>
<td>CGI Client In Person</td>
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<td>MLM</td>
<td>CMI Client Meeting in Person</td>
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<td>CMT Client Relationship Brian</td>
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<td>4.00</td>
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<tr>
<td>MLH</td>
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<td>WPI Prospect Meeting (op)</td>
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1/15/2013
### 30 Day: October-2009

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<tr>
<th>Project/Action/Tasks</th>
<th>Goal / Goal Notes</th>
<th>Cost</th>
<th>Target Date</th>
<th>Sales ID</th>
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<td>Telemarketing/Teleprospecting Activities</td>
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<td>10/07/09</td>
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<table>
<thead>
<tr>
<th>Client/Prospecting Events - Off Site Deliver Lunch to Top 4 Accounts</th>
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<tr>
<td>Obtain approvals on date and items</td>
<td>Client Appreciation through construction</td>
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<td>Select items and order</td>
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<td>09/21/09</td>
<td>MLH</td>
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<td>Calls to make appointments</td>
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<td>$0.00</td>
<td>10/08/09</td>
<td>MLH</td>
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### 60 Day: November-2009

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<th>Sales ID</th>
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<td>Complete 30 sales calls for each holiday</td>
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<td>CB</td>
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<td>Targeting local Apartment Complexes as well as companies for visiting families members over the Christmas and Thanksgiving Time Frames</td>
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<td>Sales Calls to Promote Holiday Rates</td>
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<tr>
<td>Complete Sales Calls</td>
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