

Getting the Appointment

Getting Creative

- **File:** Deliver packaged nail files taped to a folder file along with your business card/brochure/fact sheet and a note reading *File away your hotel needs at (your hotel name and location).*
- **Headache:** Arrange a decorative glass with packs of aspirin and wrap in cellophane with a bow and a note reading *Hotel headaches? Take two of these and call me in the morning to learn how we can ease your pain.*
- **Cup of Tea:** Arrange various teas in a mug with cellophane and bow and deliver with a note reading *Current lodging partner not your cup of tea? Allow us to show you how (your hotel name and location) can meet your needs.*
- **Send Us Your Scraps:** Arrange dog bone shape chocolate chip cookies in a stainless steel bowl wrapped in cellophane with a bow. Deliver to competitor hotels with a note reading *Please send us your leftovers!*
- **Your Big Day:** Whenever follow-up involves a historical date that is important to the client such as a birthday, anniversary, or something important to their company, create customized milestone printouts. There is software on the web and at office supply stores that will collate important dates with important events, songs of the days, celebrity birthdays etc. Once you have a printout, you can add your client's "important day" to the list. You can also choose a day of your appointment or a day you may see your first reservation or meeting.
- **Foot in the Door:** Obtain a new or outrageous shoe and fill with candy. Drop off to the prospect with a note reading *Now that I have one foot in the door, may we schedule an appointment to discuss your hotel needs? Once you get the coveted appointment, take the shoe's mate with you and at the end of the appointment give the client that mate and say I am convinced that XYZ Company and (your hotel name and location) make a great pair.*
- **Construction Tool Kit:** Nail down your plans for a constructive afternoon and join me for lunch and a tour of *(your hotel name and location).*

- **Networking & Referrals:** The best calling card is a referral. If you can utilize references or names from your Global Sales Organization, your network, or a name of someone that your client would know, etc.; your chances of getting an appointment increase.