



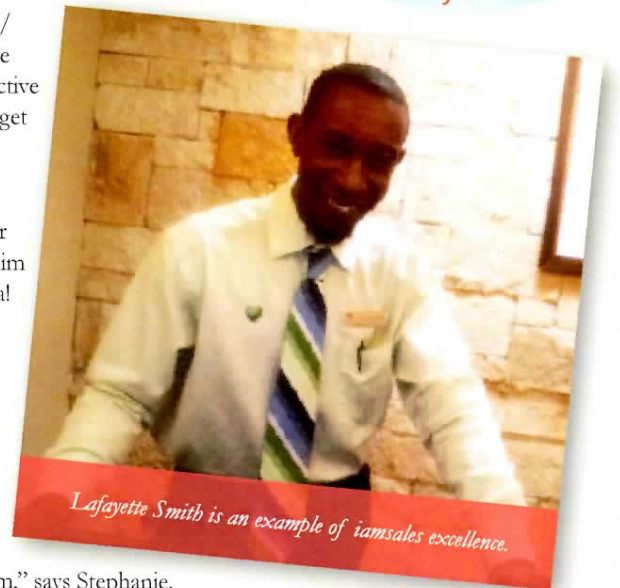
## An iamsales Asset

Stephanie Govia, DOS at the Homewood Suites Houston–Northwest/ CY-FAIR, TX, is always happy to talk about how Front Desk Associate Lafayette Smith has become a leader in the iamsales culture. He's proactive about talking to guests, uncovering potential leads and making sure to get the information into the right hands.

Take this example: Lafayette was chatting with a guest visiting his son when he learned that the gentleman's son hadn't booked any rooms for out-of-town guests for his upcoming wedding in June. Lafayette told him about the wedding blocks, handed the lead over to Stephanie, and voila! The hotel booked 34 room nights.

Another time, he contacted the Berry Center, a local venue, and discovered an upcoming convention for sports officials. He obtained the name and contact information of the organizer and passed along the details to Stephanie, who then persuaded the organizer to make Homewood the host hotel. The Texas Association of Sports Officials signed an agreement for 160 room nights.

"He has been a true asset for us, and I could not be more proud of him," says Stephanie.



## Business Card Challenge Winner!

Breakfast is definitely the most important meal of the day for Gloria Leal, a breakfast attendant at the Homewood Suites Lawton, OK. Gloria took the lead in her hotel's Business Card Challenge by procuring business cards from numerous guests during their morning meals. One of the cards even led to a new LNR and more than \$5,000 worth of business—with more to come. New to the property and the area, DOS Daryl Moore thought the competition, which involved all Team Members asking for business cards, was a great way to learn their mix of guests. Everyone enjoyed the challenge and Daryl is already promising another fun sales competition coming up—"Let's Get Rolling with iamsales!"

Daryl also praised Gloria, and other F&B Team Members, Holly Bullock and James Hands for their impressive skills at pleasing guests during mealtime, and he pointed to the perfect guest service scores that the hotel's evening reception has achieved for the past three months as proof. "This team rocks!" he says.



## ➔ SPRING FORWARD

### Springing into Success

What a great spring for Homewood Suites Lafayette, IN!

The sales team had a lot of fun with the in the LEAD program. They created an "All Star" bulletin board. Everyone got a colorful star with their name on it. Each time they handed a lead over to a member of the sales team, they got a mark on their stars. The biggest superstar of them all? Front Desk Agent Morgan Schwartz, who handed in five leads totaling \$12,950! And GM Karen Hirsh-Cooper was close behind!

The hotel also had a major sales blitz this spring. The sales team put the Purdue Hospitality Tourism Management Sales Class to work! They divided up into teams and hit the town. The team headed by Reservation Manager Tom Funk stole an extended stay contract away worth \$3402 from a competitor, and Sales Manager Stacey Foster's team received a new LNR for an annual total of \$18,000 and 170 extended stay room nights. Altogether, they made 145(!) face-to-face contacts during the blitz AND booked nearly \$23,000 worth of business.

**Way to go, Team Lafayette!**