

# REVINATE

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RECOMMENDED

STAKEHOLDER  
SUCCESS  
STRATEGIES

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## Overview

This document outlines REVINATE's recommended strategies to ensure your reservations team and Reservations Manager are leveraging REVINATE tools to achieve the utmost benefit from your REVINATE partnership.

## Weekly

### Review Reservation Sales Manager Practices

Meet with the Reservation Sales Manager to review their practices for the week.

### Review the Weekly KPI Report

REVINATE recommends that you hold a monthly meeting to set your business goals and then monitor the progress towards these goals using your Weekly Key Performance Indicator Report. This report provides a significant amount of data showing you how your Reservation Sales Manager is tracking the goals set at the beginning of each month as well as providing you with key metrics on individual agent performance.

Which agents are costing you money? Review lost/gained opportunity for each agent. Are the agents that are costing you money being coached? Are agents improving their conversion overall? Is your Reservation Sales Manager scoring, coaching, and providing incentives?

Are leads being followed up on? Are you meeting your monthly revenue goals for outbound follow up? If your agents are not making changes after being coached effectively, what is the next step?

## Monthly

### Review Executive Summary Report

*Reservation Sales > Reports > Executive Summary Report*

At the beginning of each month your Executive Summary Report will be available for review. This report

provides key metrics for your business including occupancy pace, reservation software data summary, advanced bookings/pace, call volume, conversion rate, abandoned calls, call scoring, benchmark scoring, marketing campaigns, agent performance, agent charts, emails leads, email response time, REVINATE RezForce recap, unresolved leads, and abandoned leads.

## **Review Reservation Sales Manager Practices and Payout Incentives**

*Reservation Sales > Help/Education > Knowledge Base > Recommended Reservation Sales Manager Incentive Program*

Review the Reservation Sales Manager's completed practices for the month and then pay their incentive according to their practice-based incentive program.

## **Review Agent Goals and Payout Agent Incentives**

*Reservation Sales > Help/Education > Knowledge Base > Recommended Agent Incentive Program*

Review the goals and the incentive program you have set up for your agents with your Reservation Sales Manager. Are the goals and incentives in line with The REVINATE Recommended Best Practices? Is it time to make a change?

Implementing creative, fun programs will keep your agents excited and operating at their peak performance.

## **Quarterly**

### **Attend Benchmark Meeting**

This meeting will include yourself, your Reservation Sales Manager, Marketing Manager and Client Success Strategist. The Benchmark process ensures that your entire team is utilizing REVINATE products and Best Practices. Your Client Success Strategist will review your Benchmark with you on either a monthly or a quarterly basis. REVINATE has found that an engaged and involved Stakeholder contributes to higher benchmark scores and more importantly a higher return on your investment into the REVINATE products. The REVINATE Benchmark process provides you the following information with every

## Recommended Reservation Sales Manager Success Strategies

### Benchmark:

- Review Successes, Opportunities, and Added Value (SOA) – this is a summary of the success you have made with your goals, opportunities for improvement (new goals), and added value that our products and systems bring you.
- ROI – your Client Success Strategist will show you your current ROI and ways to improve your ROI (*not applicable to every client*).
- Review Benchmark.
- Action Plan – Your Client Success Strategist will provide you with a recommended action plan for improving your success or will include this as part of the SOA Analysis. We recommend that you review your Benchmark action plan items with your ATN Manager prior to the next Benchmark to make sure that they have been completed. If not, why?