

SITE INSPECTION CHECKLIST

“Preparation is the key!”

One or two days prior to the site inspection:

- Reread the group’s file
- Check their website for anything new and noteworthy
- “Google” them to see if they’ve been in the news
- Contact the hotel team members who’ll be joining you for the site and reconfirm them

The morning of the site inspection:

- Physically check your showrooms and meeting space. Are they ready to show? Lights on? Perfect condition? Showroom keys working? Meeting space unlocked?
- Check welcome signage: Do you have a welcome sign / electronic message / Gobo?
- Check décor: Have you prepared any special decorations or theming? (example: Hang the Navy flag for a Navy reunion group)
- Finalize your talking points: What are the key points you want them to remember about your hotel? Stick to three or four at the most so they are memorable!

During the site inspection:

- Wait for your guests in the lobby to greet them as they arrive.
- Upon arrival, take a few minutes to confirm your understanding of their top priorities. Probe for any unique needs that may not have been previously discussed.
- During the site, show them *how* your property is unique / different / better-suited to meet their needs / the best choice for them. Continually refer back to how those benefits coincide with their top priorities.
- Do something unexpected: introduce them to key department heads as you tour the hotel and have them deliver a section of your pitch. Use technology in innovative ways: Do you have testimonials to provide? Photos or videos to show? Take them on a “virtual tour” of the destination itself using the Fairfax County eMap.
- Make them feel special! What are you doing to show them they are important to your hotel?

Following the site inspection:

- Follow up! Contact the planner to thank them for coming.
- Have you provided answers / additional information for any questions they raised?
- Have you provided a revised proposal addressing their issues, if requested?
- Send them something unique as a follow up that will keep you top of mind.
- Ask for the business! Remember to close the sale and ask for their business or for their support if they are not the final decision maker.