



4th Quarter Revenue. . . The Final Push for 2009!

2009 is quickly drawing to a close – year end is in sight! Do you have your final “revenue push” strategy in place? It’s not too late!

Whether you are ahead of your financial goal for 2009 or well below it, a final strategy to maximize the 4th quarter of 2009 is in order. Follow a few simple steps to creating a plan to help you close the year in grand style!

1. Goal Setting – If you don’t know what the goal is, how will you know if you achieve it? Take a look at your financials and set your goal for new sales between now and year-end. Make sure to take into account any year-to-date deficit you have.
2. Weekly Booking Goals – Know what you need on a weekly basis in new sales in order to reach your goal for the year.
3. Have a Plan - Take a look at your current marketing plan and determine if the programs and action items you have between now and year-end are enough to get you to your goal. If not, REVISE! Create “gap plans” to make up the difference.
4. Upsell – create an upsell strategy for every event between now and year-end. What trends can you take advantage of in order to increase per-event revenue? (Think weddings as well as holiday events)
5. Time Management – Assess your current work habits and identify where you can save time and energy and put those extra minutes into generating new revenue. Prioritize!
6. Prospect...even more! Current conditions require extra effort on the prospecting front. Utilize tools such as Google Maps for free prospecting lists.
7. Ask for Help – use your team to help you brainstorm new ideas or revised “best practices” that will help you finish the year strong.

The most important thing is to have a plan – leave nothing to chance. With large, monstrous goals broken down into smaller, daily and weekly goals, actions items and plans, anything is possible!

For more information on the **Beverly Clark Hospitality Training Programs**, please contact **Lynne LaFond DeLuca** at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com