



Marketing from a Team Perspective

Creating an effective marketing plan appropriate to your marketplace and your specific property is somewhat of an art. If you are a seasoned catering professional who has been in your marketplace for a substantial period of time, you probably have a very good “temperature read” of what programming you should be doing and when. Old ideas can always need a fresh twist, though, or maybe a slight adjustment in order to gain more prospects from the same program. Utilizing your other department heads for a brainstorming session is a great way to gain a new perspective on how you can increase the revenues in your department. Some of the benefits to implementing weekly (or monthly, whatever is appropriate for your property) brainstorming sessions with your other departments include:

- Creating specific action plans geared at revenue enhancements
- A proactive, energetic approach to achieving goals vs. crisis management
- A system to monitor performance versus goals which will allow for better accountability and increased revenues
- Enable each team member to increase their personal effectiveness

By using your team in the brainstorming process, you are increasing your “brain power” to include all the members of your team, and any other group you wish to include. Marketing ideas get easier and easier with a group approach.

Once appropriate ideas have been turned into marketing programs, stay on top of your activities that are necessary in order to carry out a successful marketing plan. FOLLOW THROUGH on all steps of your marketing program, including tracking your results. That way, when you go to implement the same idea again next year, you will have a mechanism for remembering what about the program was successful and what you need to change. Soon, you will find the marketing plan process a creative outlet that guarantees financial success rather than a necessary evil!

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

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