

YOUR SALES PERFORMANCE PARTNER

Holding the Line & Protecting your Revenue

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Should you be focused on sales during COVID-19?



Target Essential Companies

- Target essential services and companies that still need to travel. According to CLC, the Workforce segment is still travelling.
- Reach out to all 3rd party partners and companies in the crew segment to ensure you are capturing as much business as possible.

Protect your base business

- Reach out to existing clients to qualify and book any upcoming travel. This will ensure your competitors are not targeting your clients.

Focus on parking lot checks

- This is business traveling to your area that can be shifted from your competitive set.

Incoming Inquiries

- Ensure your front desk is properly responding to and capturing all incoming leads.
- Dedicate a person responsible for responding to these inquiries.

Ongoing Communication

- It is important to have ongoing communication with your Revenue Managers to align on strategies and sales opportunities.

Be Proactive

- Proactively be ready to rebook groups and travel when business resumes as normal.



There are
companies still
travelling.

WorkForce Segment



Construction Companies



Oil & Gas Companies



Trucking Companies



Railroad Companies



Water Treatment Plants

Third Party Lodging Providers

Travelliance Workforce

- Has put out a new COVID RFP for a rate reduction – 35%

Travelliance IBT

- Put out an RFP for a temporary rate reduction as well

CLC & CLS

CP/CN Rail

LodgeLink

Healthcare

- 3rd party travelling Nurse & Doctor programs
- Healthcare workers wanting to isolate themselves from family





Companies Mass Hiring

- Included but not limited to Amazon, Delivery Drivers, Healthcare Workers, Grocery Stores/Supermarkets.

Companies Hiring

- Walmart Canada – 10,000 employees nationwide
- Amazon – 1,000 workers at their fulfilment centers and delivery networks across Canada
- PepsiCo Beverages Canada – 500 positions including delivery drivers, warehouse workers and manufacturing employees
- Dollarama – 25,000 workers to keep up with increased demand
- Save-On-Foods and Loblaws – temporary positions across their grocery stores
- Spud.ca looking to hire those laid off by restaurants
- Instacart – 300,00 contract workers across U.S. and Canada over next three months
- Goodfood hiring 500 positions in accounting, technology and warehouse operations
- Umano Medial – hospital bed manufacturer hiring production staff across the country
- 24/7 Intouch – customer service and tech company hiring 400 customer service representatives

\$1.7B project to clean up orphan wells in B.C., Alberta & Saskatchewan

Free Sales Resources



Sales Leads in Your Market

Click on the appropriate country to receive real time access and first preference to active leads uncovered by our Task Force team working with organizations that are still traveling during the COVID-19 crisis. Leads will be updated weekly.

[UNITED STATES](#)

[CANADA](#)

Free Sales Resources



Canada

If you need assistance activating these leads, we would love to help. Check out our Sales for Hire program or our Essential Services Package.

Alberta

Nova Scotia

British Columbia

Ontario

Manitoba

Saskatchewan

Northwest Territories

Yukon

Free Sales Resources

Sales Playbook

A step by step tutorial on how to build a sales culture and develop a sales strategy for your hotel.

[DOWNLOAD SALES PLAYBOOK](#)

Sales Forum

To help you navigate during this uncertain time, we have created a forum to post your sales related questions and challenges. It is our hope that it will help you bridge the revenue gap and put you in a strong position to recover when travel resumes.

[ENTER FORUM](#)

Thank you!

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Your competitive advantage