



president's message



Linda Stott
President, CHMSE

the Old and the New

It's now summer and another CHMSE year is coming to a close. As always, I had fun, learnt a great deal and met some interesting people. It's hard to believe that a year has gone by! I can't believe I'm saying that I hope you are enjoying your summer.

Another fact that's hard to believe is that I am completing my third year on the Board of Directors and that I'm not the only one. Actually there are three of us who will be returning next year for our fourth year. As Immediate Past President I provide support to the 2006-2007 Board. After the Annual General Meeting on September 21st, Monika Nowak will be our President and Susan Aguilo will be reprising her role of Vice President, Finance & Administration. Equally impressive, we have three other Directors coming back for their second year: Jeff Drover is our returning Director of Affiliates, Katrina Woodhouse will be our President-Elect (gearing up for her role as President of the 2007-2008 Board) and Amanda Zappia becoming Vice President, Communications. Former Board member, Colleen Curran-Fotopoulos returns as Vice President, Membership and we're glad to have her back! New comers, Anita Bhamra, Andrew Miele, Michelle Korson and Leanne Nicholl round out the Board candidates as Directors of Fundraising, Students, Marketing & Public Relations and Programs/Executive Development Day. We look forward to their new ideas and input. Of course, all this is to be ratified at September's Annual General Meeting. I hope to see you all there!

The 2006-2007 year is off to a great start. I am proud of how well the association has run this year and I'm sure the new Board will propel us further. Thank you all for your support this year and we'd like to hear your comments – remember this is your association! As the song says: "See you in September"!

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The Power of One

One is a very tiny number. However, it can have a tremendous impact on your revenues. Here are some ideas to consider:

By Kelley Robertson

- Make one more cold call every day. One extra call a day equals 260 calls in a year. How many meetings could you set up with this number of calls and how many of those meetings could you turn into sales? Consider your current conversion ratio and think of the impact on your business.
- Suggest one additional item to every customer. This is particularly important if you sell lower priced items or work in a retail environment. Too many sales people are focused only on getting the initial sale. However, almost everyone has additional items, products, or services that could be beneficial to their customers.
- Invest one day per month developing your skills. Many of the most successful people in business invest in themselves. They attend workshops, conferences, and participate in webinars and tele-seminars on a regular basis. Considering that the majority of people do not invest in developing their skill, you can quickly out-pace your coworkers and competition.
- Read one book every month. Expanding your knowledge will help you become more successful. Read books related to your industry or that will provide insight to helping you improve your skill in a specific area.
- Ask one more question during each sales call. Before you start “pitching” your product or service, ask your prospect one more question. This question might give you the additional insight you need to more effectively position your product or service.
- Pause for one moment longer than usual before responding to a prospect’s question or request. Known as the pregnant pause, this often prompts the other person to blurt out something they had not intended to say. The secret behind this strategy is that most people are uncomfortable with silence and will begin talking to fill the “dead” air space.
- Get to the office one hour early. Remember the expression “The early bird gets the worm”. That one extra hour first thing in the morning can be the most productive time of the day. You have a better chance to reach decision-makers, there are fewer distractions, and you can often achieve more in that 60 minutes than in several hours.
- Address objections one more time before giving up. Too many sales people give up too soon when faced with objections. I’m not suggesting that you beat your customer into submission in order to close the sale. However, I do recommend that you tackle each objection one more time before you give up.
- Send one more email to the prospect who has been sitting on the fence. Sometimes, people need that little push and encouragement to move forward. But, many cases, their time is occupied by other projects and priorities which means they are not focused on your solution. Gentle reminders are often appreciated providing you don’t follow up so frequently you appear to be stalking them. Even though they may not be ready to make that particular buying decision, you will help keep your name in their mind.
- Ask for an endorsement or testimonial one more time. Endorsements and testimonials are greatly underutilized by most people in business today. Quite often we ask a client for a testimonial but because they have other priorities, they forget. Call them or send an email and politely request the testimonial again.
- Suggest one more idea to help a customer improve their business. Schedule a breakfast meeting or lunch with your customers but instead of trying to sell them something, focus on learning more about their particular challenges. Offer solutions that do not include your products or services and your customers will begin to see you more as a partner than a supplier.
- Send one more thank you card or note. Very few sales people make the effort to thank their customers. You can stand out from the crowd by sending handwritten notes to thank customers for their most recent order, meeting with you, or sending an on-time payment. You can also send a note when you see their company mentioned favorably in the news.

Introducing Hotel Sales & Marketing to Students

By Julia Newlands, Director, Students

If you are a student wanting to work in Hotel Sales, CHMSE is where you should be. We at CHMSE encourage and support students who are at college and/or university taking a hospitality program to come out to monthly meetings or come and experience A Day in a Life of a Hotel Sales Office.

If you are interested in A Day in the Life of a Sales Office or coming to a meeting, please feel free to contact me directly at 416-597-6348 or jn@metropolitan.com I look forward to hearing from you.

“I just wanted to thank you again for guiding me through the CHMSE meeting last Thursday. I really felt comfortable and enjoyed meeting so many people. It’s exciting (and a little overwhelming!) to learn about all the different avenues that I can take to pursue a career in hospitality!”

Jennifer Walker, student at Centennial College

Although it is a tiny number, one can make a very powerful impact both on your top line sales and bottom line profits. One extra sale every day, week or month – depending on your business, can make a significant impact on your sales by the end of the year.

The next time you think about giving up on a high-potential prospect, consider the fact that you might be just one phone call, email, or letter away from making the sale.

© 2006 Kelley Robertson, All rights reserved. Kelley Robertson, President of the Robertson Training Group, works with businesses to help them increase their sales, negotiate more effectively, and motivate their employees. Receive a FREE copy of “100 Ways to Increase Your Sales” by subscribing to his free newsletter available at <http://www.RobertsonTrainingGroup.com>. Kelley speaks regularly at conferences, sales meetings, and corporate functions. For information on his programs contact him at 905-633-7750 or Kelley@RobertsonTrainingGroup.com.

Have a **Hot** time in the **City** with **CHMSE!**

Discounts at Paramount Canada's Wonderland and The Docks Entertainment Complex

The Docks Entertainment Complex 2 for 1 Mini Golf and Drive-In Movies

The Docks Waterfront Golf Driving Range is Toronto's only downtown, waterfront, all-in-one practice facility. Located on Polson Pier just south of Lakeshore Blvd. They are ready to take on golf fans of the GTA. The fully lit practice facility is complete with a 75 mat, double deck driving range; fully heated lower pad area for year round practice; natural grass summer tees; sand bunkers and targets.

Spring, summer and fall the Docks Entertainment Complex offers an 18-hole pro putt course and pitch & putt facilities & CHMSE has teamed with them to offer 2 for 1 passes for mini golf. Just mention you are with CHMSE and you will be given your club and ball.

Plus, CHMSE members receive 2 for 1 drive-in movie Passes. The Docks Drive-In is Toronto's only downtown Drive-In Movie Theatre! The Docks Drive in offers two first Run movies 3 nights a week (Fridays, Saturdays, and Sundays) The Drive In takes advantage of the latest FM technology ensuring great sound and a full range of concessions within Spike's Snack Bar and year Pizza Pizza.

The Drive-In holds 500 cars, that is approximately 1200 people a night. Moviegoers enjoy the movie in the privacy of their own car without the annoying distractions of a theatre.

Gates open each night at 8:30. Price ranges are as follows:

Adults \$12 (Fridays and Saturdays)

Children under 12 \$3.50 (Fridays and Saturdays) \$15 / CARLOAD every Sunday!

Mention CHMSE upon purchase of tickets.



Paramount Canada's Wonderland

Great saving at Canada's premier theme park featuring over 200 attractions, more than 60 thrilling rides, North America's greatest variety of roller coasters and Splash Works, a 20-acre Water Park.

CHMSE Paramount Canada's Wonderland Special Rates

Rates to June 30 2006 - \$34 (ages 7-59) • July 1 - Aug 27, 2006 - \$39 (ages 7-59)
Aug 28 to Oct 8, 2006 - \$34 (ages 7-59) • Children 3-6 and Seniors 60+ are \$30 All season

Just ask for the CHMSE rate at Admission Services.

Paramount Canada's Wonderland Upcoming Events

Paramount's Hollywood Stunt Spectacular.

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Summer Chuckle

One day while walking down the street a highly successful Meeting Planner was tragically hit by a bus and she died. Her soul arrived up in heaven where she was met at the Pearly Gates by St. Peter himself.

"Welcome to Heaven," said St. Peter. "Before you get settled in though, it seems we have a problem. You see, strangely enough, we've never once had a Meeting Planner make it this far and we're not really sure what to do with you."

"No problem, just let me in.", said the woman.

"Well, I'd like to, but I have higher orders. What we're going to do is let you have a day in Hell and a day in Heaven and then you can choose whichever one you want to spend an eternity in."

"Actually, I think I've made up my mind, I prefer to stay in Heaven," said the woman.

"Sorry, we have rules..." said St. Peter.

And with that, St. Peter put the meeting planner in an elevator and it went down, down, down to hell. The doors opened and she found herself stepping out onto the putting green of a beautiful golf course. In the

distance was a country club and standing in front of her were all her friends-fellow executives that she had worked with and they were all dressed in evening gowns and cheering for her. They ran up and kissed her on both cheeks and they talked about old times. They played an excellent round of golf and at night went to the country club where she enjoyed an excellent steak and lobster dinner. She met the Devil who was actually a really nice guy and she had a great time telling jokes and dancing.

She was having such a good time that before she knew it, it was time to leave. Everybody shook her hand and waved good-bye as she got on the elevator.

The elevator went up, up, up and opened back up at the Pearly Gates she found St. Peter waiting for her. "Now it's time to spend a day in heaven," he said.

So she spent the next 24 hours lounging around on clouds and playing the harp and singing. She had a great time and before she knew it her 24 hours were up and St. Peter came and got her.

So, you've spent a day in hell and you've spent a day in heaven. Now you must choose your eternity," he said.

The woman paused for a second and then replied, "I never thought I'd say this, I mean, Heaven has been really great and all, but I think I had a better time in Hell."

So St. Peter escorted her to the elevator and again she went down, down, down back to Hell. When the doors of the elevator opened she found herself standing in a desolate wasteland covered in garbage and filth. She saw her friends were dressed in rags and were picking up the garbage and putting it in sacks. The Devil came up to her and put his arm around her.

"I don't understand," stammered the woman, "yesterday I was here and there was a golf course and a country club and we ate lobster and we danced and had a great time. Now it's all a wasteland of garbage and all my friends look miserable."

The Devil looked at her and smiled. "Yesterday was the site visit."

4

Marketing 101

By Michael Abramson, theadlibgroup

“Learn to see backward, inside out and upside down.”

— Lao Tzu, Tao Te Ching

The hotel industry has suffered great losses in the years since 2001 – but, in my rarely humble opinion, no loss has been greater than that of the industry's aggressive sales and marketing creativity of the past. Too many properties have slipped into the race of who can offer the lowest rates and most points. Mid-class hotels are now directly competing with budget-class hotels; as are full-service hotels with limited-service hotels. Brand segmentation has become somewhat meaningless to the consumer. Rates rule! But – only because we've stopped giving consumers anything else to consider.

What's it going to take to right this wrong?

You could:

- do absolutely nothing but cut back budgets and expectations – and wait – for this too may pass.
- do what you've been doing... try, try and try again.
- search out creativity and ideation that changes the rules.

The path of least resistance leads to doing absolutely nothing while waiting for the storm to pass. (After all – its only been 5 years since 2001). But, if you don't have the luxury of an open-ended timeline, try the second most common action – try, try and try again. And

then, try, try and try again. Oh, and then, try, try and try again.

Searching out creative ideas that change the rules is, ironically, the least chosen – and – the most successful option. (Just ask Microsoft and Virgin.) It simply requires the user to “be curious first” by asking a lot of open-ended questions.

And then creatively look for new ideas in the answers.

SEE MARKETING CONTINUED ON PAGE 11.

3 Big No-No's of Networking

that almost **everybody** makes (even **you...**)



Michel Neray

Networking puts you in front of several people who you can meet in a casual environment and talk about what you do. If you hit on someone who needs what you have, bingo! You've got a chance to get a new client.

That's the theory, anyway.

The fact is that while most people see the value of networking events – and continue to go in massive numbers – few people know how to use networking events effectively.

Now don't worry, I'm not going to re-hash the same networking bumpf you read about all the time. No, I'm going to assume you already know all that stuff. But I bet you still make at least one of the mistakes I talk about in this article, and maybe all three.

Don't believe me? Read on and rate yourself!

No-No #1

Do you toss your business cards around the table as if they were a deck of cards?

You must have seen this a hundred times: you go to a lunch or dinner networking event, and as people sit down at your table, they pass their business cards around as if they were dealing a deck of playing cards.

Admit it. You've done the same thing yourself.

Unfortunately, every time you toss your business

cards around, it gives people the impression that you don't think much of your own business. Even worse, people perceive you as being only interested in pushing your product or service on them.

No thanks.

Next time you go to a networking event, hold onto your business cards and say this:

"You might have noticed I didn't pass around my business cards. Let me tell you a bit about what I do first.

SEE 3 BIG NO-NO'S CONTINUED ON BACK COVER.



EVENTS AND TRAVEL SERVICES SHOWS

NEW TRADE SHOW FORMAT

The fall ETS shows will now kick off with a one hour free planner education seminar at 9:30 am put on by



DEFINING THE POWER OF MEETINGS™

This will be followed by the trade show and a working lunch from 10:30 to 1:30.

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(Includes: 10 X10 exhibit space, carpet, drape, table and chair)

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Questions? Call Julie Wiggins, 416-764-1641, julie.wiggins@mtg.rogers.com



The Amma CH



zing CHMSE Race



Amanda Zappia

By Amanda Zappia
Director, Programs

The Amazing CHMSE Race, part scavenger hunt, part race, part test of tourism industry knowledge, brought excitement, fun, education and 100% spirit building to all of our CHMSE members & guests. Over 50 people were registered for The Amazing CHMSE Race, which started at Monarchs Pub at The Delta Chelsea Hotel and ended at Joe Badali's Ristorante Italiano & Bar.

To begin the race teams were given a question. The answer led them to the location of their first stop; the Panasonic Theatre where The Blue Man Group is currently performing. Once here, teams were given a second question to direct them to the next stop in the race, the Hard Rock Cafe. The final question pointed them in the direction of the CN Tower where they were given a bonus set of questions to answer while they took in the breathtaking views. Each question had a point value so teams had to decide whether the answer was worth finding based on the points value.

To end the day's festivities, participants headed over to Joe Badali's Ristorante Italiano & Bar for a fantastic Italian buffet dinner followed by the awards presentation. Each team received a prize for various achievements through out the race. In fact, winning the race wasn't the objective after all. Instead, having fun, learning from others, and experiencing what Toronto has to offer was really what it was all about!

As a participant of the first ever Amazing CHMSE Race, I must thank Ms. Katrina Woodhouse, Director, Fundraising for organizing such a fantastic event. It was a great way to wind down the 2005-2006 CHMSE season and an even better way to kick-start the summer! Thanks Katrina!





L.A. Palamar,
Principal of BTE
Marketing and Sales
Solutions and CHMSE
Past President

time well spent

reviews of books, CD's and DVD's that can **help make you**
a more **effective sales person**

Go for the Green, Lessons in Business Golf, The proven step-by-step process for maximizing sales on the course. Todd Wilcock (Elemental Concepts Inc.) Running time 1 hour, 20 minutes

Golf continues to reign supreme as the social event of choice for business people, but is this truly a business opportunity or simply a pleasant break from the office?

Producer Todd Wilcock built his sales career with a variety of industries before launching Elemental Concepts. One of the products that Elemental Concepts has developed is the Go Fore the Green selling system, which outlines a structured methodology for conducting sales on the links. This formula is presented in a DVD which is part sales tutorial and part reality-TV show. The "target" or prospect is invited to play a round of golf with two real-life sales professionals, each of whom would like the "target" to do business with them. The cameras follow along as each sales person plays a game

of golf, conducting business along the way. At the end of the DVD the prospect, an entrepreneur who really does have business for one of these sales people, is asked to decide who will get his account.

The narrator of this DVD explains the finer points of conducting business on the golf course. He reviews setting objectives, selecting the right foursome, planning the event, golf etiquette and the ticklish topic of how and when to actually discuss business in this social setting. This information is all well presented. He does, however, pop in and out of the screen as he pulls the sales people

aside to coach them on their sales techniques, a habit which I found to be disruptive, verging on bizarre!

Although experienced golfers may find this DVD rudimentary, it can certainly serve as a reminder of the methodology that should always be applied to the sales aspect of a corporate golf date. As for we duffers, Go Fore the Green is required viewing!

Leslie Anne Palamar, Principal of BTE Marketing and Sales Solutions, provides customized sales training and marketing services for tourism organizations. Please visit www.btemarketing.com for further information. All materials reviewed are available through the CPSA bookstore.

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Julie Wiggins
VP, Communications

Let's Explore some more

By Julie Wiggins
Director of Communications

On May 11th the Canadian Tourism Commission (CTC) presented us with their "Keep Exploring" campaign and how the CTC is tackling the American Market. I also wrote about the CTC's current campaign in the Fall edition of Key Access. "Keep Exploring" is all about getting the world's tourist to put Canada at the top of their must do trips. Is it working? I say it's a little too early to tell but the numbers and events such as the early closing of the Lord Of The Rings are speaking volumes. The poor numbers are being blamed on everything from Europeans staying away because they want to watch the World Cup in their own time zone, the soaring loonie or the 17 suspected terrorists arrested in Toronto in early June. The US continues to be a concern with a 9.4% drop in the first two months of 2006 compared to 2005 (Stats Can), the Asian market has had a modest gain of 5.4%, while Europe remains stable. Lets keep this in perspective a 9.4% drop from the US represents a massive loss and troubling trend compared to the small gain in Asia. We are all feeling the effects of these drops at our hotels, attractions and services. The "Keep Exploring" campaign is just getting started so let's have some faith, the CTC is really doing some innovative programs. On June 30th the CTC celebrated Canada Day in London's Trafalgar Square complete with a street hockey tournament where a Mountie dropped the puck and a live concert featured Canadian artists from across the country. This ought to get those English in the mood for some exploring. On the flip side of these numbers, Canadians

continue to travel overseas in record numbers according to a Stats Can January 2006 press release. No doubt this travel is being spurred on by our high dollar. I would like to take this opportunity to encourage you to keep exploring this country. I have recently returned from a trip to the Yukon where I stayed in what is probably the most charming room in all of the territory. My husband and I stayed in a restored late 1800's log cabin in Dawson city, the former residence of a mining recorder during the gold rush of 1896-1899. The owner Doug Cotter and a local trapper/artist (only in Dawson city would the artist/trapper combination exist) started what could only be described as a labour of love. They completely disassembled the cabin log by log, plank by plank restoring each and put it all back together. The result; the most delightful and by far the most historic place I have ever stayed. Where will you explore this summer? What kind of stories will your kids be able to tell when they go back to school in the fall. Let's all keep exploring, I guarantee you that Canada has a lot to offer and when you do go abroad think of all the wonderful places you can recommend right here in your own back yard. Think of it as a grass routes level "Keep Exploring" campaign. See you in the fall and I hope you have some great summer vacation stories to share.

For more information on the log cabin in Dawson City please visit www.whitehousecabins.com

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Taking a Revenue Management temperature Check

Wendy Burgess of Innpro Solutions Inc. is a hospitality consultant specializing in revenue management and sales. She was the featured speaker at CHMSE's April 2006 Training Program. To reach Wendy please email wburgess@innproolutions.com

Summer temperatures are rising and so should occupancy, average rate and RevPar (revenue per available room). Well, there has been a little up and down with both.

However, the strategies that you put in place this time last year, are now impacting your profits and maybe even your bonus. What rates did you decide to offer to groups, tour operators and even IT this time last year? Although revenue may look good, is it the "optimal good?" Remember the opportunity cost of the high rated business you were unable to book because your hotel had filled up with business which booked months, or even years ago, at a lower rate. It's easy at this time of year to get a little complacent when revenue looks good and in some cases better than budget. And you should feel good, but remember revenue management seeks to find the optimal mix of occupancy and average rate. Is every group you booked the "right guest at the right time at the right price for the right product?" Perhaps some are, but perhaps there are others you wish hadn't booked, so that you had room for those that were willing to pay even more.

What influences the rates that you set for future groups? - History, forecasts, long time relationships and sometimes even management pressure to achieve some revenue target. What time of year do you typically set those annual rates? Usually as business starts to slow down and that does influence your mindset. When there are lots of empty rooms in the near future, its easy to forget the times when the pressure was on to just get a room at whatever rate possible. Why not look at examining future group rates now, when demand is high. When there aren't so many empty rooms in the immediate future, you may find your pricing strategies are more confident resulting in higher optimal revenues this time next year!

The season is short. Summer has officially arrived and the longest day of the year is already an event of the past. Now is the time to start planning and strategizing for rates for next summer and even the one beyond that. Build upon the positive momentum of the present to influence profitability for the future. It will be here and gone before you know it.

It's easy to sit back and reap the reward of meeting or beating the budget. Consider the "road" (or group) not taken because the hotel was too full with some lower rated confirmed business. That's an opportunity cost and revenue that cannot be recaptured with perishable assets such as hotel rooms. Revenue Management always involves some element of risk. "Step out on a limb, that is where the fruit is."

And if you are falling short of revenue targets, you are likely being asked "why?" In addition to market conditions, consider how proactive and flexible you are to adapt to changing conditions. Have you been filling your "bucket" with potential short term business to help fill those gaps? When this is an ongoing process it helps alleviate the "panic" when one large group doesn't pick up its block, or worse, decides to cancel.

You have cultivated relationships with your clients. You know them better than anyone. Use that knowledge to help your revenue manager (or designate) plan and budget for future revenues, now! The decisions you make today and forecasts you develop impact your future profits!

Some thoughts from the session in April to take a temperature check of now:

- Calculate the "opportunity cost" of the business you are not able to take on peak nights compared to what you booked (displacement analysis).
- Have you created a profile for your ideal client for each season or demand period? This is the business you should be targeting now for the future, rather than taking what comes in the door.
- Plan now rather than "BEC" later; "Blame, Explain, Complain".
- Be prepared to "walk away" appropriately. Discuss the forecast with your revenue manager.
- Share your knowledge of the marketplace and your client's companies. It is a team effort and a finely tuned team truly makes the "Revenue Management Symphony" play in tune.

Remembering Jim Cummins

Former Senior Director, Sales & Marketing Canada for Carlson Hotels Worldwide and CHMSE Member



Our Jim was taken from us too soon at the age of 51 on May 13, 2006, after a second bout with cancer.

He was truly one of the nicest and most genuine men I have ever met! A pleasure to work with as a colleague, always upbeat and encouraging. He was also one of the best MC's and public speakers at many of The Sheraton Centre's events and client functions.

He will be missed by so many - his wife Jill, children Myles and Clare and the rest of the family, his friends and colleagues at The Sheraton and Carlson Hotels, past and present and his many clients who still ask after him. Many of us can't believe that we won't see his smiling face and mop of "graying" curls anymore!

We are all better people for having known Jim Cummins.

— Lynette Holloway, Sheraton Centre Toronto

welcome new members

hotel members

Janice Buttle,
The Sutton Place Hotel

Colleen Curran-Fotopoulos,
Radisson Suites Hotel Toronto Airport

Jeremy Dennison,
Vintage Inns

Tiffany Gilmore,
Holiday Inn Toronto Yorkdale

Lynda Gilroy,
Holiday Inn Select Toronto Airport

Jessica Kim,
Sheraton Centre Toronto

Christine Martin,
Hilton Garden Inn Toronto/Mississauga

Leanne Nicholl,
Radisson Admiral – Toronto Harbourfront

Deanna Jean Patawaran,
Four Points by Sheraton Toronto Airport

affiliate members

David Demoe,
L(earn)'

Jocelyn Ko,
Tourism Toronto

Naomi Wainsteim,
Tourism Toronto

Programs 2005 – 2006 Year in Review

Amanda Zappia
Director, Programs

How quickly time goes by. It feels like only yesterday that I first introduced myself as your new Director of Programs for CHMSE. In fact, ten months have passed, along with nine amazing events!

We have had a great time together ... and an educational one too.

As we move into the summer season, my focus will shift slightly as I have just started a new position at Tourism Toronto, as Account Director, Canada Corporate. In my new role, I will have an opportunity to work directly with many of you, in selling our fabulous city of imagination Toronto!

Below you will find a recap of the great programs CHMSE has offered this past year. Be sure to look out for information about our upcoming Fall 2006 programs that you don't want to miss.

September 2005 ~ Doubletree International Plaza Hotel

Our year together started with our Annual General Meeting and a look into how to get the most from your CVB. Our members were given information on what Tourism Toronto can do for their company, and how the services they provide will help them to get more business!

October 2005 ~ Mariposa Cruise Line's Captain Mathew Flinders

Next we focused on five trends impacting the tourism, hospitality and leisure industry. Our guest speaker broadened our knowledge about changing demographics, emerging markets, the growth of health and well-being & lastly safety and security. Our members gained a better understanding about the current trends, allowing them to strategize their response in order to get more business!

November 2005 ~ Days Hotel & Conference Centre Toronto Downtown

Our last event in 2005 focused on selling smart in 2006. In this program CHMSE partnered with Ryerson Hospitality & Tourism students to bring to our members an exciting seminar about improving your abilities to meet the increasing demands of a career in sales. Our members received direct feedback & recommendations on how to get organized & sell smarter to capture more business in 2006!

January 2006 ~ The Fairmont Royal York

2006 began with an inspirational General Managers Night. The evening started off with a motivational presentation by Brent Fimmamore on "Precision Persuasion". Brent's enthusiasm, sense of humour & charismatic personality kicked off our evening, followed by a fantastic silent auction & dinner! Sales Managers, Director of Sales & General Managers alike all left the evening feeling motivated, excited &

engaged in selling with "Precision Persuasion" to help them win more business!

February 2006 ~ Hard Rock Café at the Rogers Centre

Affiliates' Night focused on learning to sell naturally. Through a partnership between CHMSE & L(earn)2, Affiliates' Night offered an interactive enhanced presentation on working with a natural approach by understanding your own style and tailoring how you communicate to your clients. Our members learned to use their "Star" personality to build strong relationships and secure more business!

March 2006 ~ Renaissance Toronto Hotel Downtown

Through partnership with Eagle's Flight our Executive Development Day brought to our members a chance to participate in Excelleron alongside over 40 corporate guests. In the experience, the elite members of 12 clans were gathered for their final challenge... the Order of Excelleron. This Eagle's Flight interactive experiential learning program helped our members to develop their ability to live their organizations' cultural values while achieving business results!

April 2006 ~ Courtyard by Marriott Downtown Toronto

Spring kicked off with a look into optimizing revenue and profit... "the right room, for the right guest, at the right time, for the right price". Our members learned how to create "symphony of success" by speaking the language of "revmans" & meeting the needs of both your company and your clients. A symphony of sales, marketing & revenue management is your ticket to success in winning more business!

May 2006 ~ Westin Harbour Castle

Our penultimate program, "Competing for America" focused on the Canadian Tourism Commission's new brand "Keep Exploring" and other tactics which are being used to penetrate the critically important US Market. Our members received an in-depth look at how the new branding will not only impact the leisure market but also impact the Meetings, Conventions and Incentive Travel market increasing potential business to Canada!

June 2006 ~ Toronto

Through our member feedback, our last event of the 2005 – 2006 year focused on what's new in Toronto! The Amazing CHMSE Race, part scavenger hunt, part race, part test of tourism industry knowledge, brought excitement, fun, education and 100% spirit-building! After having eight educational programs focused on different ways to increase business, The Amazing CHMSE Race was an exciting teambuilding event to learn what's new in Toronto just in time for summer!

Have a great summer!

MARKETING CONTINUED FROM PAGE 4.

The next time you hear an idea (either one of your own, or somebody else's), simply spend the next 30 seconds thinking about the possibilities. "Being curious first" allows you to ask what's possible with the idea. And, interestingly enough, it produces new ideas roughly every 30 seconds when you simply spend 30 seconds thinking about the possibilities. Look... there's another one!

BE CAREFUL: "Being critical first" can cause premature death of the creative thought process.

A new idea is typically killed within 8 seconds of being delivered. The weapon of choice – a 44-caliber shot at what's wrong with it.

Watch out for the following bullets in your speaking (and in your thinking):

That'll never work.

There's not enough time.

There's not enough budget.

The boss will never go for it.

We've done that before.

We've never done that before.

If it ain't broke...

Let's form a committee to look at this.

Great idea, but...

If you catch yourself loading any of these bullets – or any of your own personal artillery of idea-killers – STOP.

Just for 30 seconds... think about all that's possible with the idea. Not what's wrong. Only what's possible.

Look at the idea from a different angle. Ask a "what if..." question. Be curious first. Be critical last.

WARNING: the results-producing ideation, marketing and PR campaigns created by theadlibgroup are not for those that are stuck in the way things "should" be done. Calls are at your own risk. Please dial carefully. 416-447-9686 • 800-467-7531 theadlibgroup@theadlibgroup.com www.theadlibgroup.com

3 BIG NO-NO's CONTINUED FROM PAGE 5.

Then, if you think there's a fit with what you do, I'd be more than happy to give you my card. And I'll do the same for you -- I'll ask for your card if I think I could use your service or if I think I can refer some business to you."

Now, after that little intro, you had better make a sincere effort to help those people sitting around the table. After all, that's what you just asked them to do for you.

No-No #2

Are you genuinely interested in the other people?

At a networking event that I was facilitating, I asked everyone to raise their hand if they were there with the intention of selling a product or service, or looking for a job. Almost everyone raised their hand.

Then I asked them to raise their hand if they came looking for a supplier or vendor. One woman raised her hand.

If everyone goes to a networking event only to sell, nobody sells anything. But, if everyone goes to a networking event open to what other people can offer, then everyone has the opportunity to sell.

Here's how that translates to the individual level.

At another networking event, after most people had streamed out I was talking to one of the organizers of the event. One of the other participants – who was obviously in a rush to leave – brushed past me, shook hands with the person I was talking to and said goodbye to him. He then looked at me, shoved his business card in my face, and then continued out the door.

Now contrast that to another experience I had last week. I walked up and started talking to someone I didn't know. After about 15 minutes into a really interesting conversation, she said, "You know Michel, this is the most I've told anyone all evening about what I do."

In Andrea Nierenberg's very excellent book, 'Nonstop Networking', she lists seven 'getting to know you questions' that she recommends you start with before you launch into whatever it is you have in mind. (Andrea's site is <http://www.selfmarketing.com>.)

There are a lot of different ways to build your business – the best way is to be genuinely interested in what other people offer.

No-No #3

Do you always deliver the same elevator pitch and expect a different response?

It constantly amazes me when I hear people introduce themselves the same way over and over again. It's as if they memorized and practiced their elevator pitch and by God they're going to stick to it.

No, no, no, no and no.

By now it should be clear that A) elevator pitches don't work anyway (because they're static, contrived and inflexible), and B) the most valuable thing you can take away from a networking event is not a bunch of business cards, but rather all the research you could be accumulating on your Essential Message.

Think of a networking event as a giant focus group that you could use to figure out what resonates most with people about your business and what the true core value is that you offer. (see "The Quickest Way to Improve Your Essential Message" www.essentialmessage.com/essentialmessages/EM012)

As you work the room, try emphasizing different aspects of your business. Ask a lot of questions about the kind of service the person you are speaking to would like to receive. And most importantly, pay special attention to the reactions you get.

If you truly listen, you might be surprised by what people find most interesting about your business.

That's why, even if you have an extensive personal network and you have no need to expand it further, I always recommend that people go to networking events.

In fact, these three no-no's of networking are just a few of all the mistakes that people make at networking events. How many have you seen at the events you've attended? If you know a common networking blunder that I haven't included in this article, let me know!

10 Tips that make Networking work

1. Talk about one product or service per event (not 'I can do your taxes and I also sell this energizing drink...')
2. Pick a few events and stick to them. Going to too many different events makes you crazy, and besides, it helps to meet some people several times to learn how you can help each other.
3. Only follow up with a few people. This is definitely not a case of 'the person who collects the most cards, wins.'
4. Know when to stop talking. Don't overwhelm people. Remember, all you want to do is get them interested in meeting you afterward (if there's a benefit for both of you).
5. Thank people (and mean it). If someone helps you with a referral, make sure you let him or her know you appreciate it. No need to be fancy – a simple thank you over the phone will do.
6. If you can't use the services of someone you meet, think of someone you can refer.
7. Smile. If you are enjoying yourself, you become more approachable and people naturally want to work with you.
8. Remember that everything starts with a conversation. (Read my other tips and articles on how to become more effective conversationalist.)
9. Educate the people you meet. Nobody knows your business as well as you do.
10. Keep networking. Networking isn't something that begins and ends with a specific event. Bring a networking approach into everything you do, all the time.

Tired of boring elevator pitches? Do you wonder why your infomercial doesn't work? Michel Neray specializes in helping consultants, coaches, trainers and other independent professionals develop turn more people into prospects, and more prospects into sales. His 'E-ssential Messages' newsletters are short, sweet and incredibly useful. Link to www.EssentialMessage.com to subscribe or for more information about his workshops, copywriting services, keynotes and coaching. Michel is a professional member of the Canadian Association of Professional Speakers (CAPS).



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