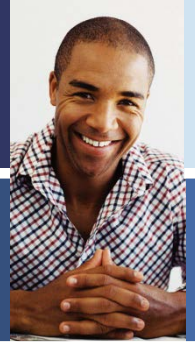

STS

Sales Tracking System

Simple Solutions, Inc.

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STS
Sales Tracking System

Why Simple Solutions?

- Simple, Effective and Affordable Solutions
- Time-tested Company with Proven Track Record since 1989
- Develops and Maintains Excellent Customer Relations & Provides Ongoing Expert Consultation
- Prompt System Modifications to Meet Clients' Specific and Changing Needs
- Works Closely with Management Companies to Automate and Streamline their Sales Effort
- Diverse Hotel Brand Experience

STS
Sales Tracking System

Installed Hotels

SIMPLE SOLUTIONS HAS SYSTEMS INSTALLED IN OVER 1,000 HOTELS WITHIN THE FOLLOWING HOTEL BRANDS :

- Comfort Inn & Suites, Clarion Hotels, Quality Inns, Sleep Inns, Econo Lodge, Rodeway Inns and Suburban
- All Corporate-Managed Hampton Inn and Homewood Suites
- Embassy Suites, Hilton Hotels, Hilton Garden Inns
- All Corporate-Managed Red Lion Hotels
- Radisson Hotels, Country Inn & Suites
- Marriott Courtyard, Residence Inn, TownePlace & Springhill Suites
- Holiday Inns, Holiday Inn Express, Crowne Plaza, Staybridge Suites
- Wyndham Hotels
- Best Western Hotels

STS
Sales Tracking System

Why Sales Tracking System?

THE MOST AFFORDABLE FULL-FEATURED SALES AND CATERING PROGRAM ON THE MARKET

- Internet Based Allowing Easy Remote Access
- Increases Sales Productivity, Accuracy and Maximizes Profit Potential
- Automates Key Functions of Your Sales Effort
- Reduced Training Requirements
- Installed Base of Hotels
- Interfaces with Choice Advantage, OnQ, and Skytouch PMS

STS

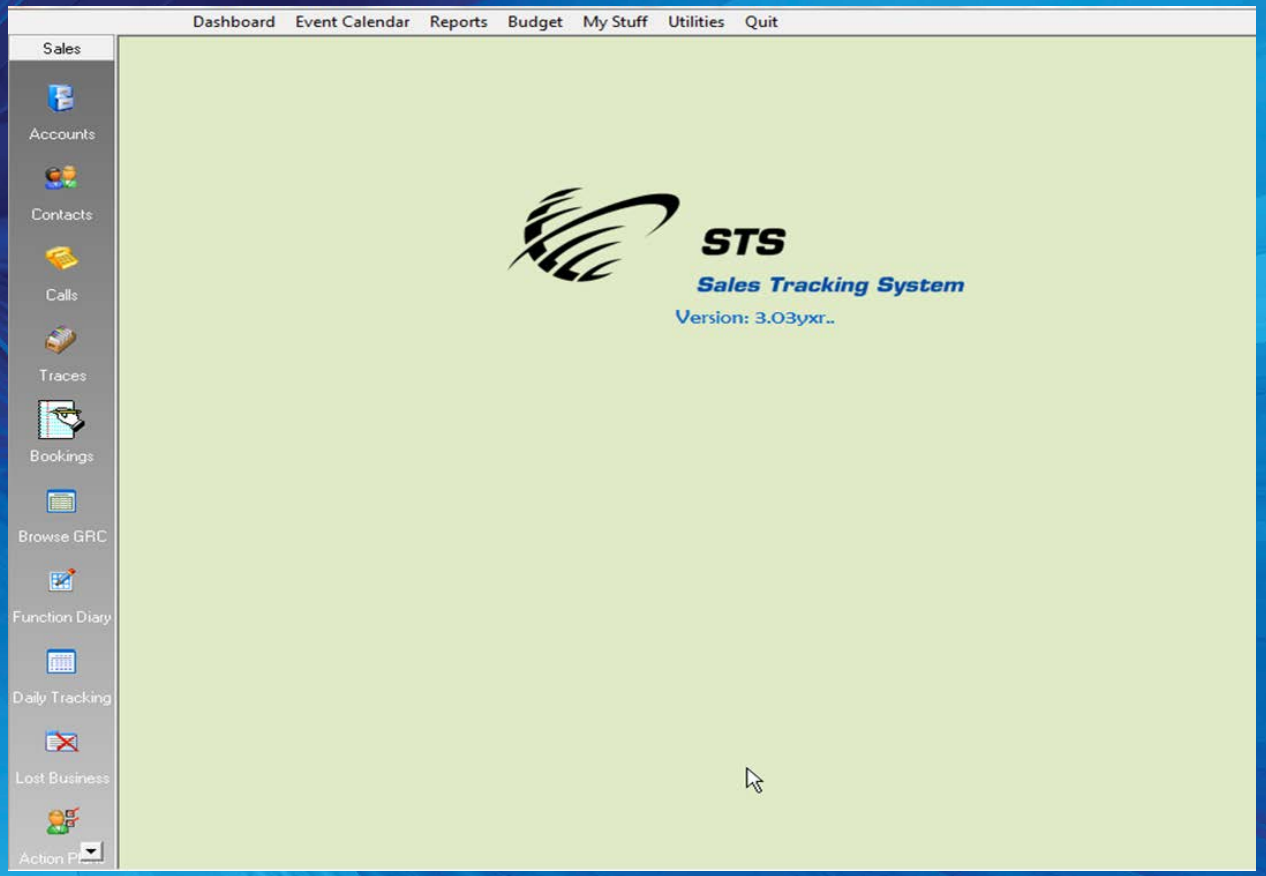
Full Featured Sales and Catering Program

- Account Management
  - Company Profiles
  - Travel Profiles
  - Extensive Contact Tracking
  - Flexible Sales Call Module
  - Trace System Integrates with Sales Calls and Group Bookings
  - Instant Account Stats
  - Sales Leads/Pipeline Tracking
- Group Bookings
  - Automated GRC with Suggested Rate Module
  - Easily Merge Bookings into Contracts/Letters with Word
  - Automatic Traces from Bookings
  - Seamless Interface with Online Proposal System (Proposal Path)
- Catering
  - Function Diary
  - Catering Contracts/BEO's/Bqt Checks
  - Production vs Budget Tracking
- Reporting
  - Company Tracking Statistics
  - Group Business Pace
  - Salesperson Production
  - Catering Reports
  - Over 75 Reports
- Other Features/Options
  - Internet Based-Remote Access to Data
  - Interfaces with Outlook, Email Blasts
  - Sales Action Planning Module
  - Marketing/Sales Plan Module
  - **Corporate Rollup Reports**

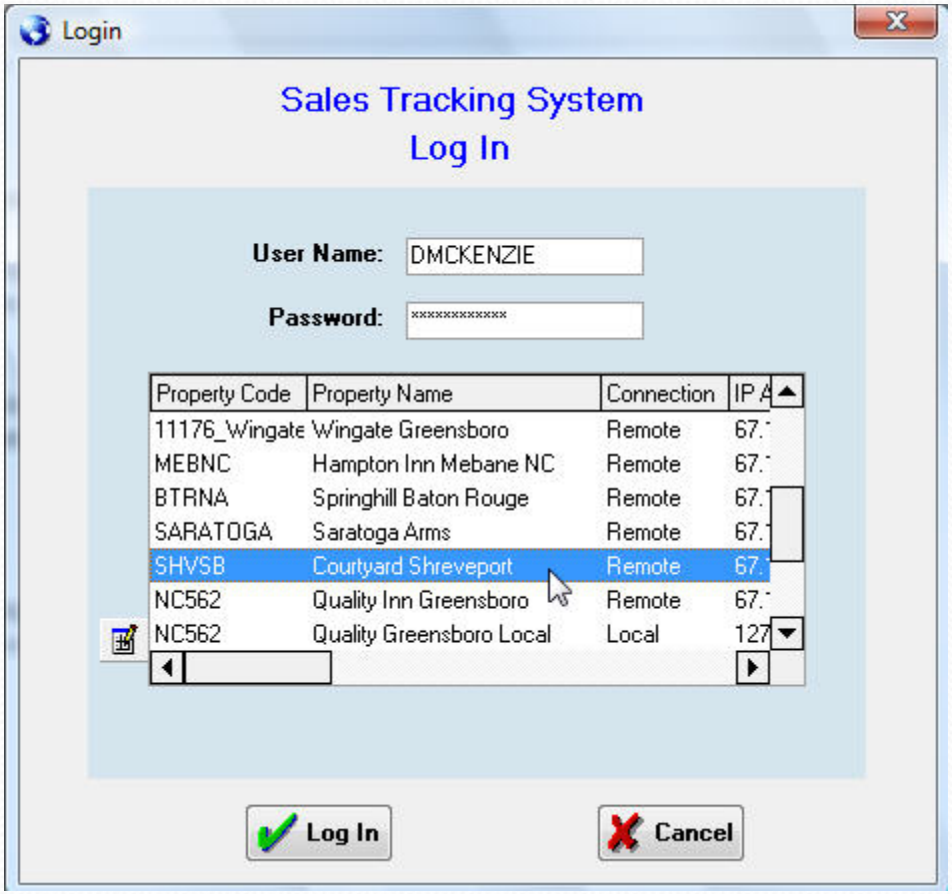
STS
Sales Tracking System

STS

FIRST, LET'S TAKE A LOOK AT SOME OF THE FEATURES OF STS.



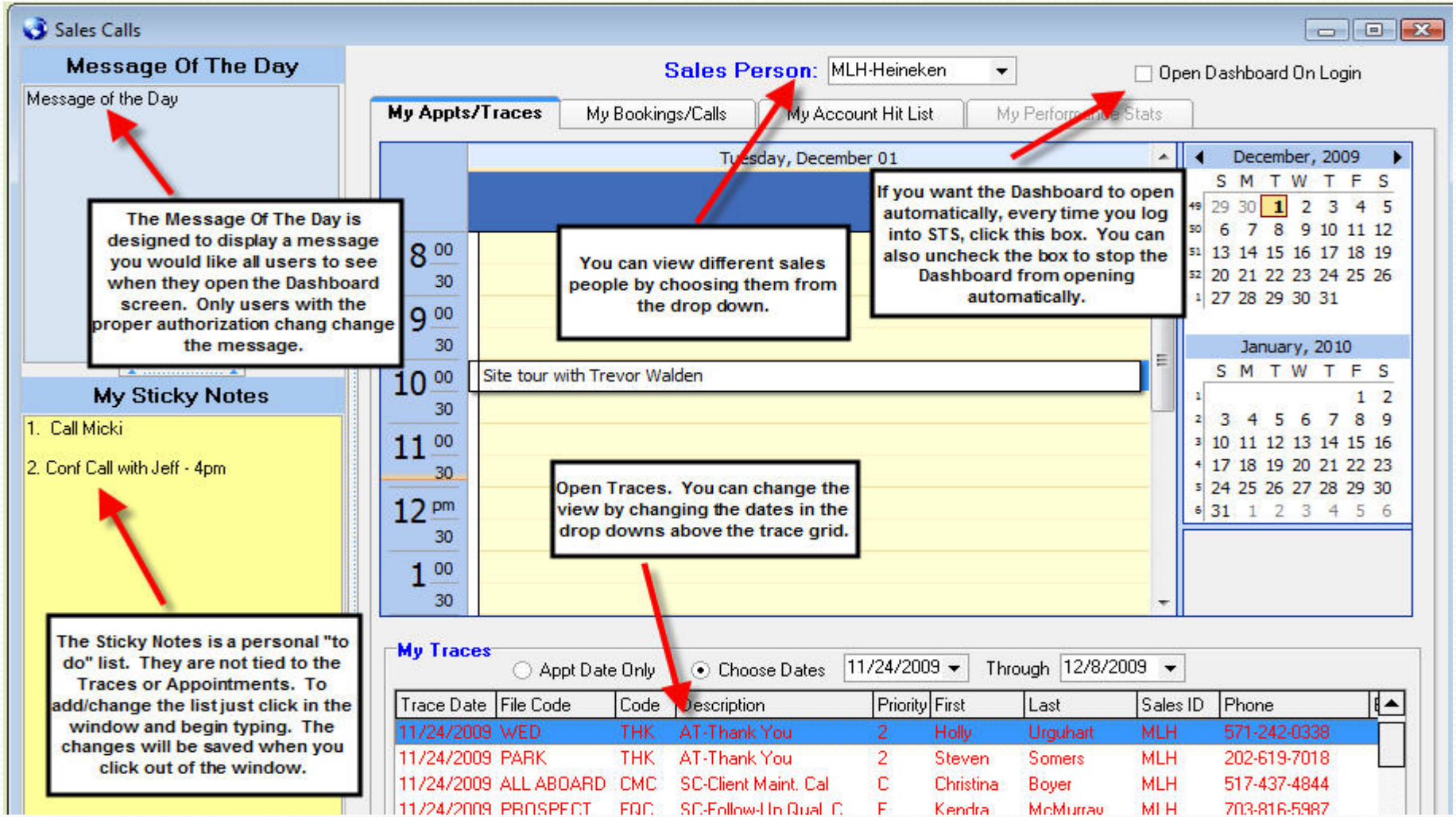
STS - Login



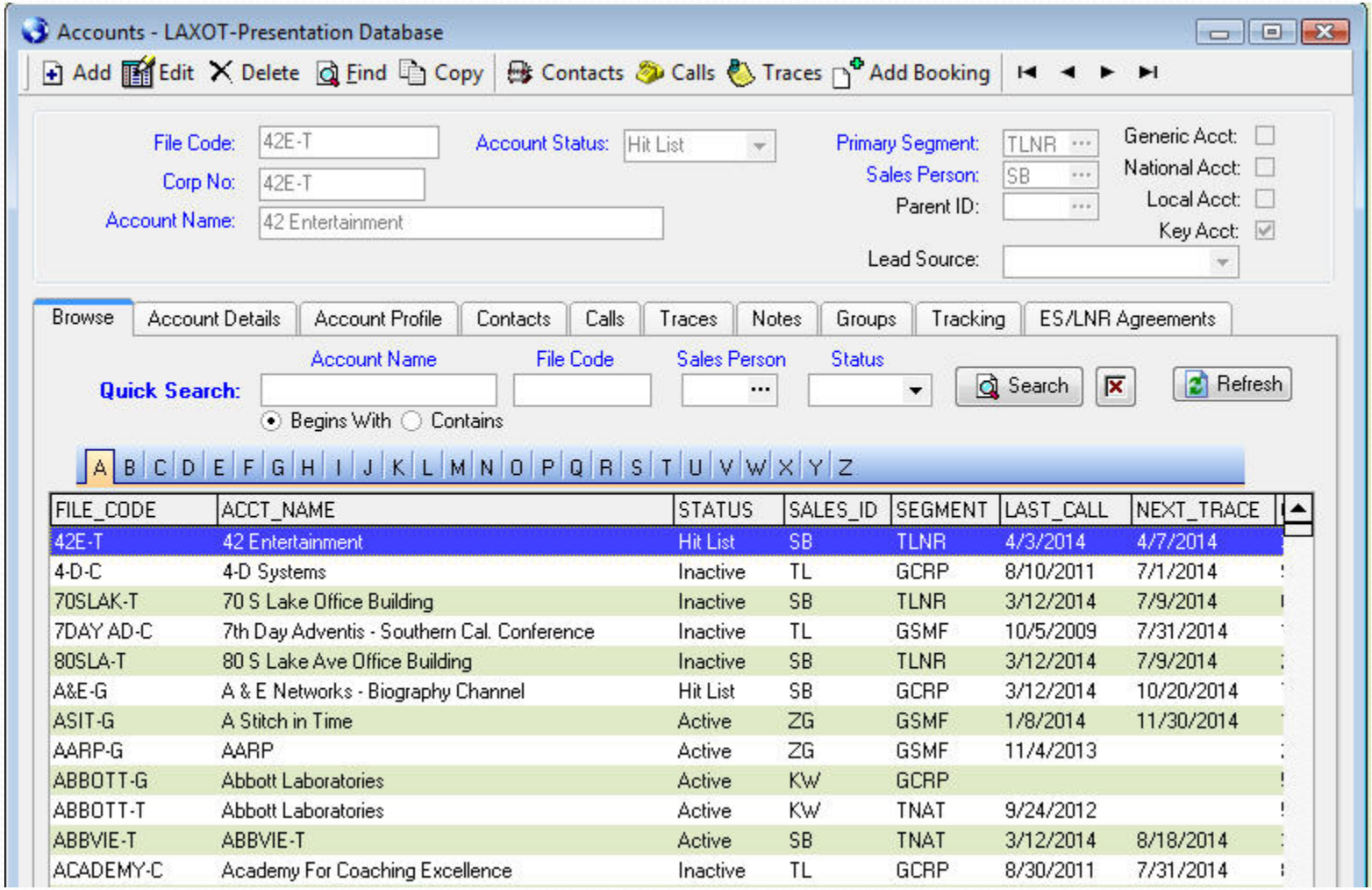
Since STS is Web based, you can easily choose which hotel you would like to log into.

Dashboard

The Dashboard allows the user to begin their day with pertinent information



Accounts

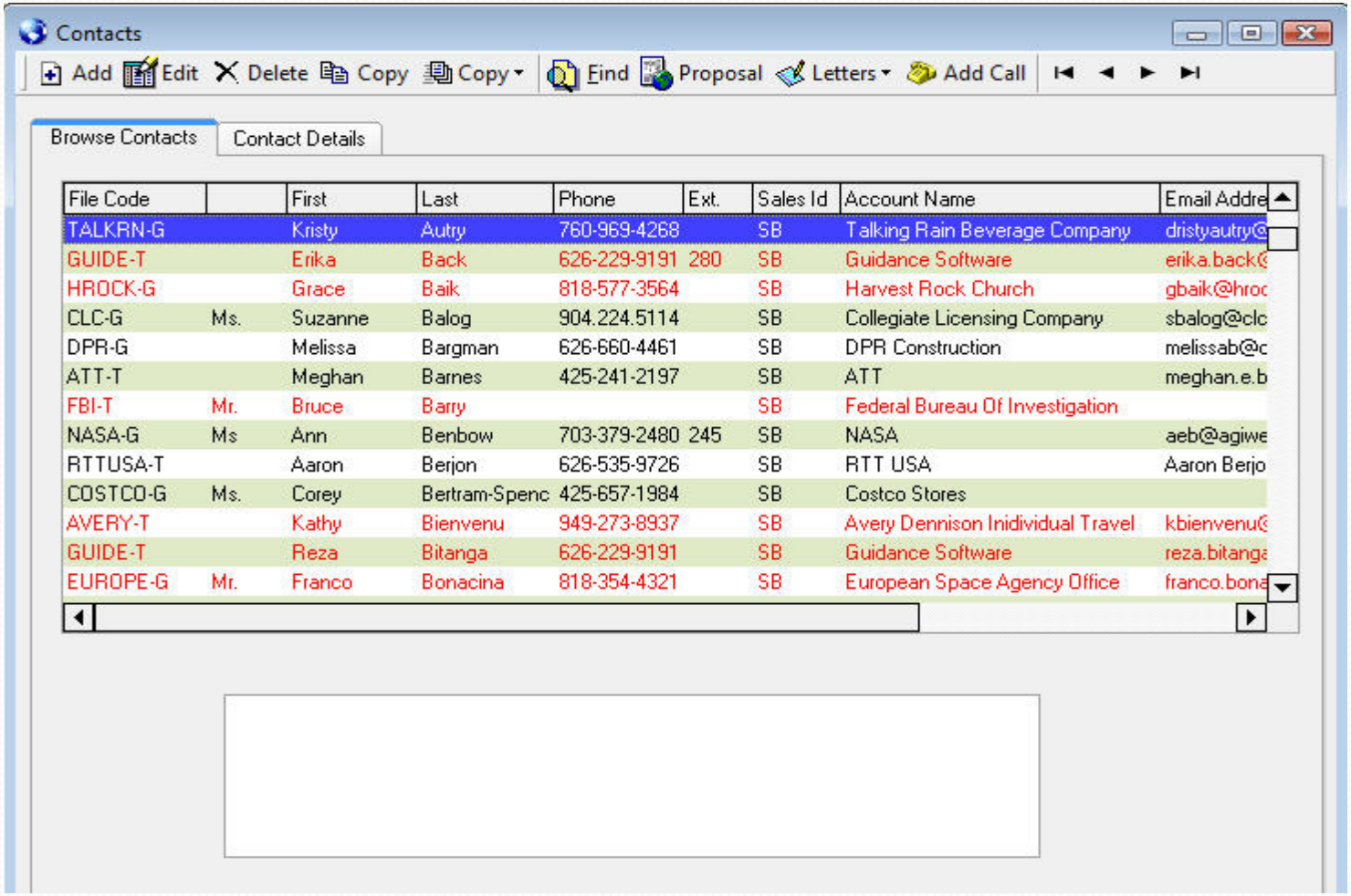


FILE_CODE	ACCT_NAME	STATUS	SALES_ID	SEGMENT	LAST_CALL	NEXT_TRACE
42E-T	42 Entertainment	Hit List	SB	TLNR	4/3/2014	4/7/2014
4-D-C	4-D Systems	Inactive	TL	GCRP	8/10/2011	7/1/2014
70SLAK-T	70 S Lake Office Building	Inactive	SB	TLNR	3/12/2014	7/9/2014
7DAY AD-C	7th Day Adventis - Southern Cal. Conference	Inactive	TL	GSMF	10/5/2009	7/31/2014
80SLA-T	80 S Lake Ave Office Building	Inactive	SB	TLNR	3/12/2014	7/9/2014
A&E-G	A & E Networks - Biography Channel	Hit List	SB	GCRP	3/12/2014	10/20/2014
ASIT-G	A Stitch in Time	Active	ZG	GSMF	1/8/2014	11/30/2014
AARP-G	AARP	Active	ZG	GSMF	11/4/2013	
ABBOTT-G	Abbott Laboratories	Active	KW	GCRP		
ABBOTT-T	Abbott Laboratories	Active	KW	TNAT	9/24/2012	
ABBVIE-T	ABBVIE-T	Active	SB	TNAT	3/12/2014	8/18/2014
ACADEMY-C	Academy For Coaching Excellence	Inactive	TL	GCRP	8/30/2011	7/31/2014

Users can easily manage an unlimited number of accounts in STS. They can also easily manage their Contacts, Sales Calls and Traces from this screen.

Contacts

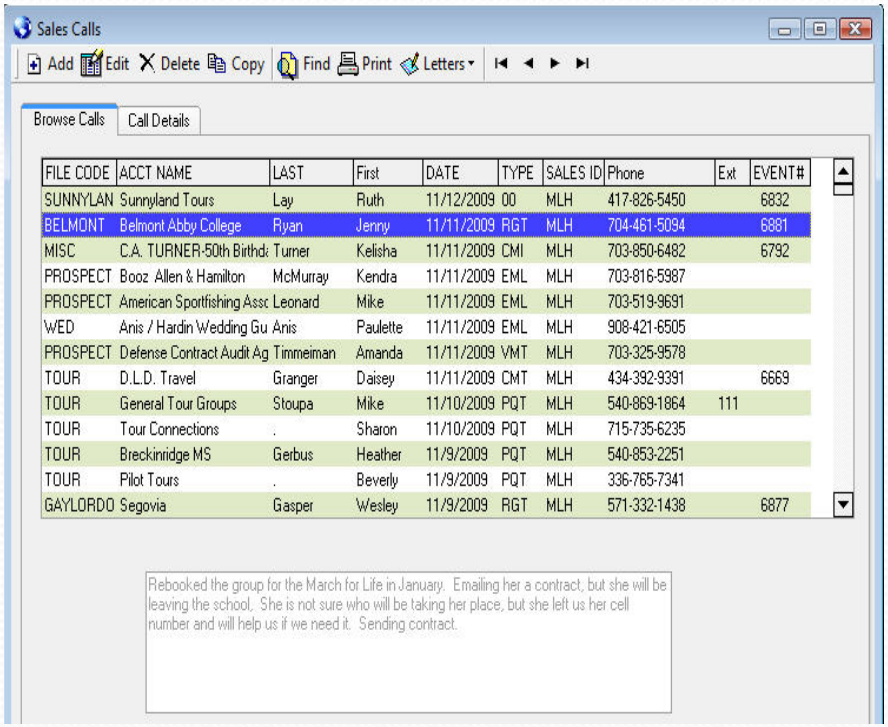
Manage an unlimited number of contacts

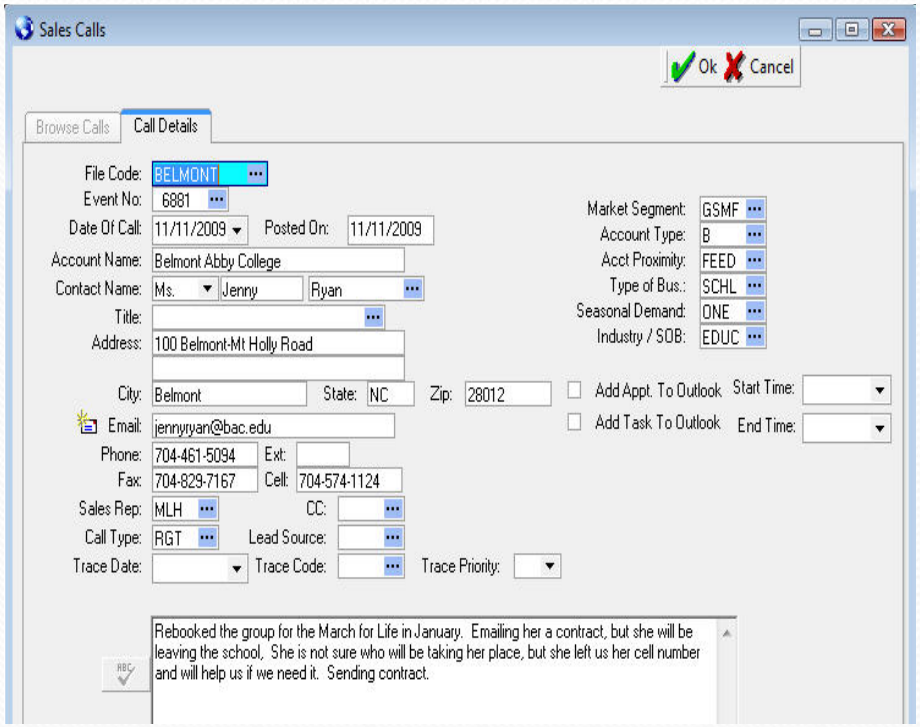


File Code		First	Last	Phone	Ext.	Sales Id	Account Name	Email Addre
TALKRN-G		Kristy	Autry	760-969-4268		SB	Talking Rain Beverage Company	dristyautry@
GUIDE-T		Erika	Back	626-229-9191	280	SB	Guidance Software	erika.back@
HROCK-G		Grace	Baik	818-577-3564		SB	Harvest Rock Church	gbaik@hroc
CLC-G	Ms.	Suzanne	Balog	904.224.5114		SB	Collegiate Licensing Company	sbalog@clc
DPR-G		Melissa	Bargman	626-660-4461		SB	DPR Construction	melissab@c
ATT-T		Meghan	Barnes	425-241-2197		SB	ATT	meghan.e.b
FBI-T	Mr.	Bruce	Barry			SB	Federal Bureau Of Investigation	
NASA-G	Ms	Ann	Benbow	703-379-2480	245	SB	NASA	aeb@agiwe
RTTUSA-T		Aaron	Berjon	626-535-9726		SB	RTT USA	Aaron Berjo
COSTCO-G	Ms.	Corey	Bertram-Spenc	425-657-1984		SB	Costco Stores	
AVERY-T		Kathy	Bienvenu	949-273-8937		SB	Avery Dennison Inidividual Travel	kbienvenu@
GUIDE-T		Reza	Bitanga	626-229-9191		SB	Guidance Software	reza.bitanga
EUROPE-G	Mr.	Franco	Bonacina	818-354-4321		SB	European Space Agency Office	franco.bona

Sales Calls

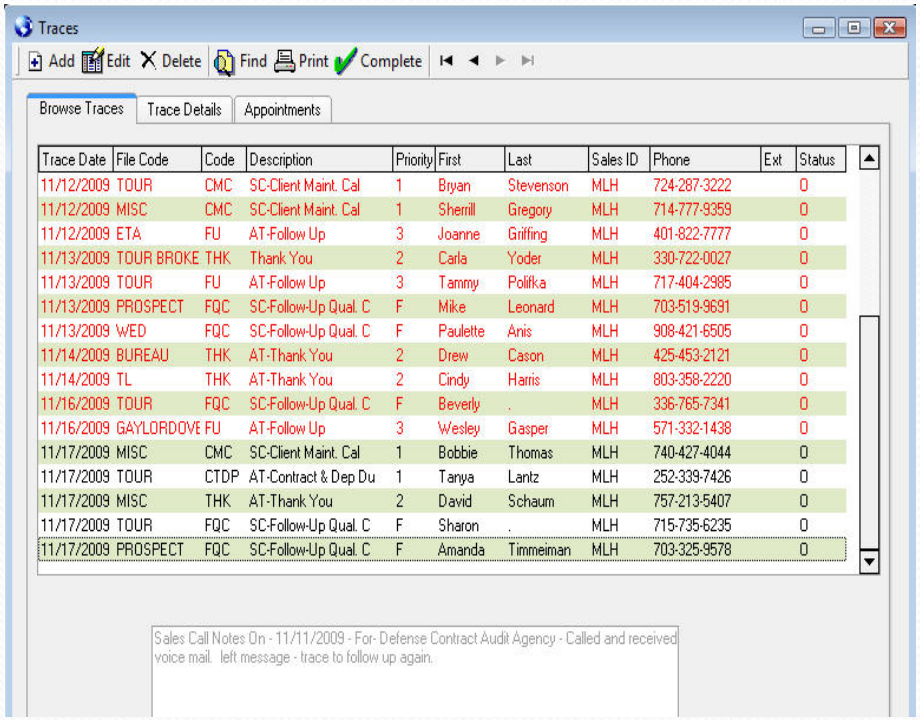
Record Your Call History

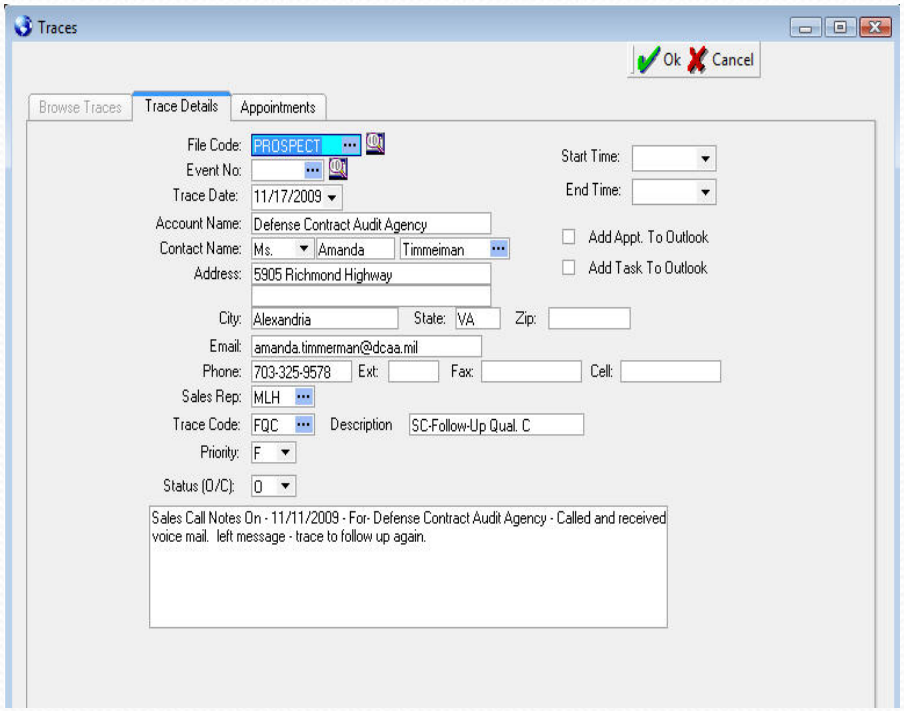




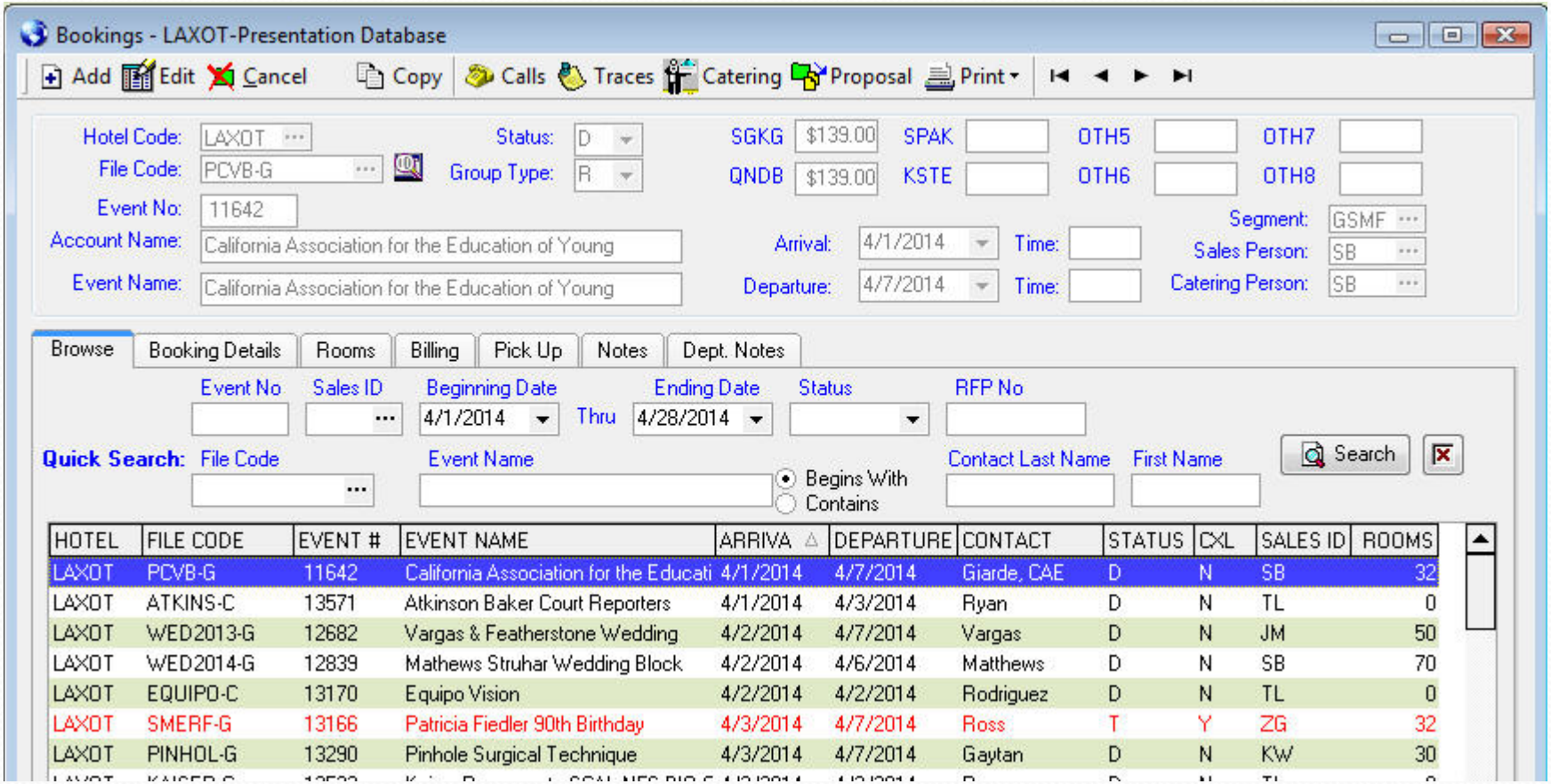
Traces

Traces / “Tickler” System



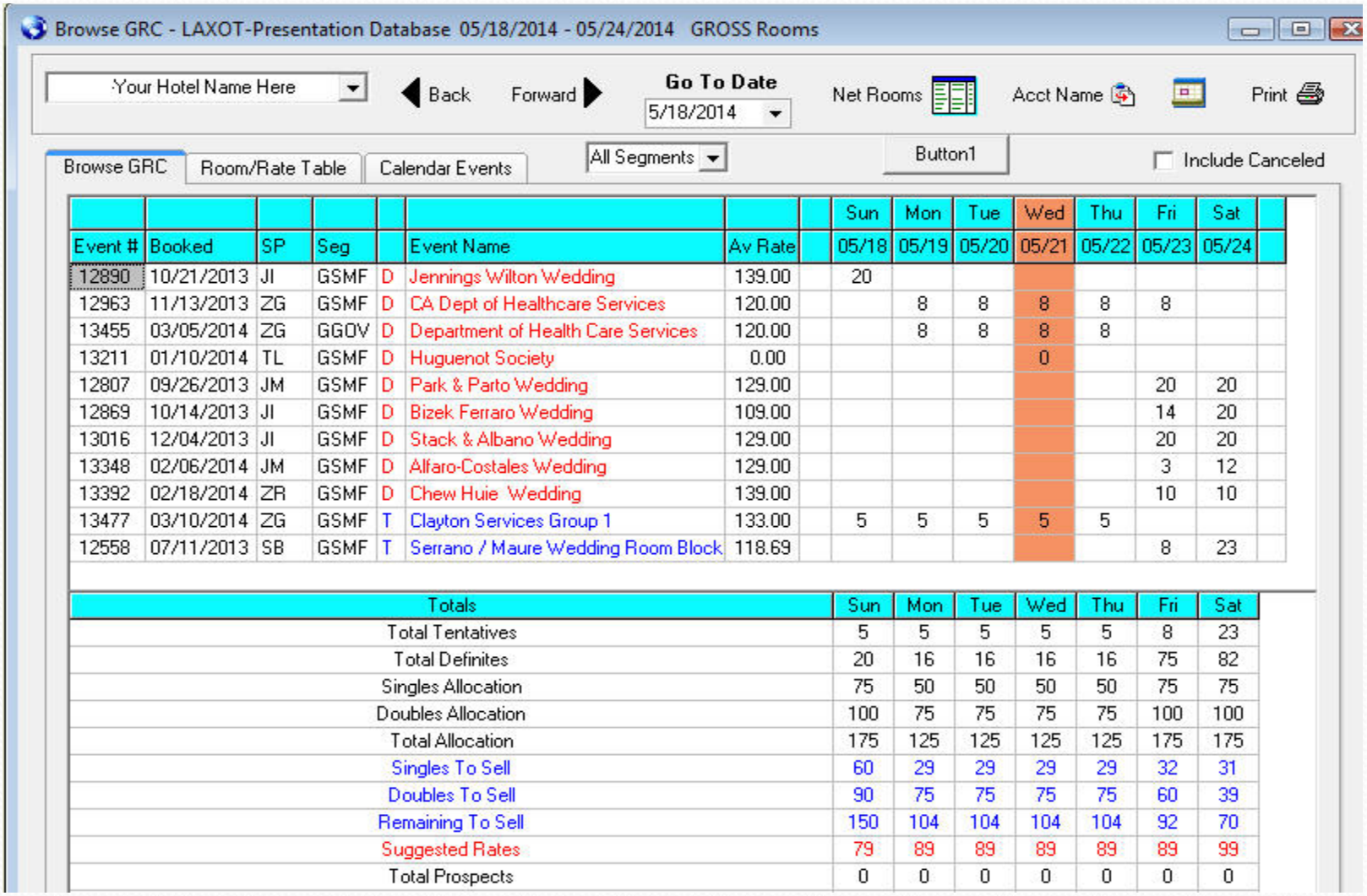


Group Bookings



All of the group information automatically flows from this screen. This includes the GRC, all Group Reports, follow up Traces etc.

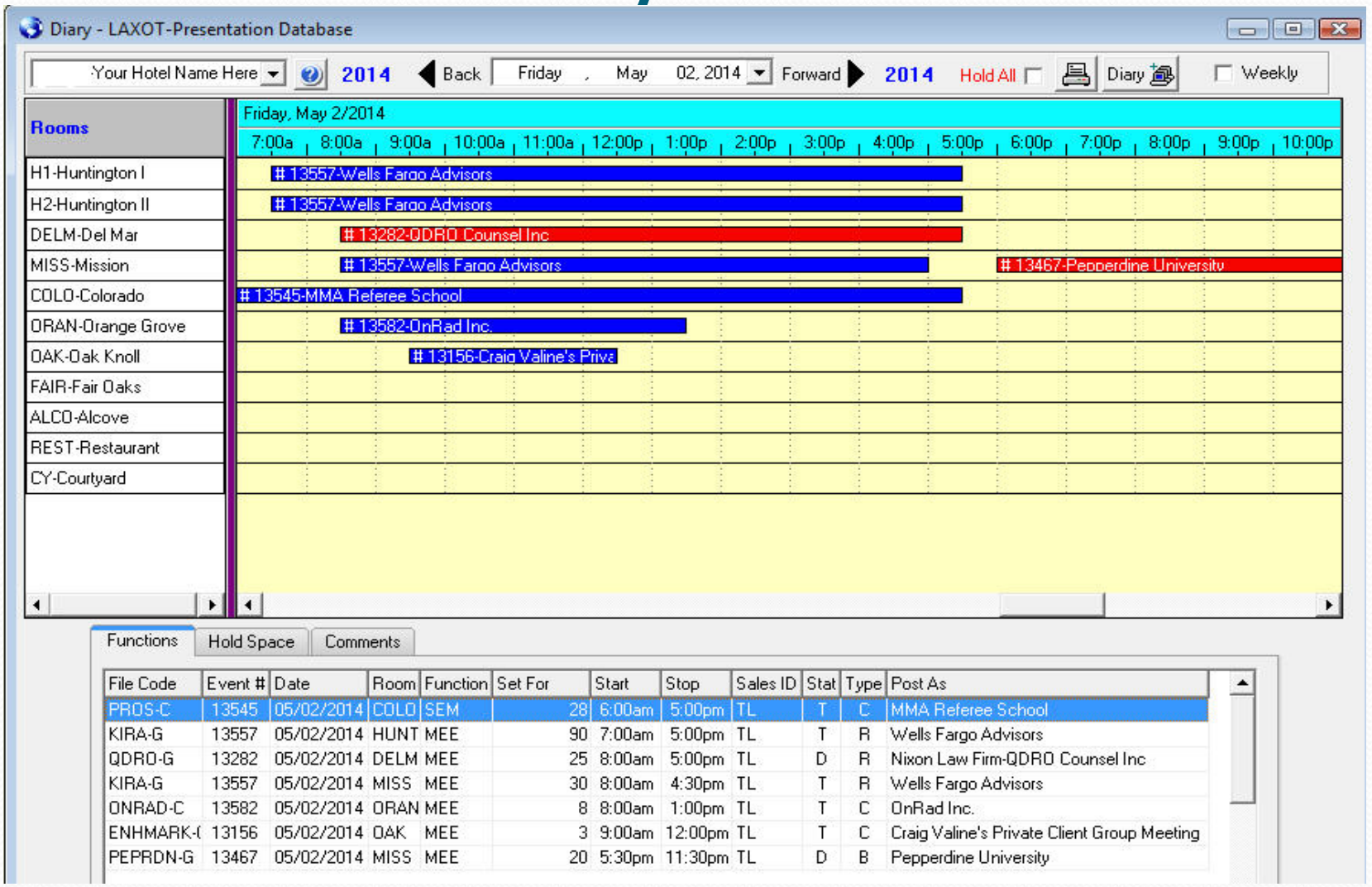
GRC Screen



Event #	Booked	SP	Seg		Event Name	Av Rate	Sun 05/18	Mon 05/19	Tue 05/20	Wed 05/21	Thu 05/22	Fri 05/23	Sat 05/24
12890	10/21/2013	JI	GSMF	D	Jennings Wilton Wedding	139.00	20						
12963	11/13/2013	ZG	GSMF	D	CA Dept of Healthcare Services	120.00		8	8	8	8	8	
13455	03/05/2014	ZG	GGOV	D	Department of Health Care Services	120.00		8	8	8	8		
13211	01/10/2014	TL	GSMF	D	Huguenot Society	0.00				0			
12807	09/26/2013	JM	GSMF	D	Park & Parto Wedding	129.00						20	20
12869	10/14/2013	JI	GSMF	D	Bizek Ferraro Wedding	109.00						14	20
13016	12/04/2013	JI	GSMF	D	Stack & Albano Wedding	129.00						20	20
13348	02/06/2014	JM	GSMF	D	Alfaro-Costales Wedding	129.00						3	12
13392	02/18/2014	ZR	GSMF	D	Chew Huie Wedding	139.00						10	10
13477	03/10/2014	ZG	GSMF	T	Clayton Services Group 1	133.00	5	5	5	5	5		
12558	07/11/2013	SB	GSMF	T	Serrano / Maure Wedding Room Block	118.69						8	23

Totals	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Total Tentatives	5	5	5	5	5	8	23
Total Definites	20	16	16	16	16	75	82
Singles Allocation	75	50	50	50	50	75	75
Doubles Allocation	100	75	75	75	75	100	100
Total Allocation	175	125	125	125	125	175	175
Singles To Sell	60	29	29	29	29	32	31
Doubles To Sell	90	75	75	75	75	60	39
Remaining To Sell	150	104	104	104	104	92	70
Suggested Rates	79	89	89	89	89	89	99
Total Prospects	0	0	0	0	0	0	0

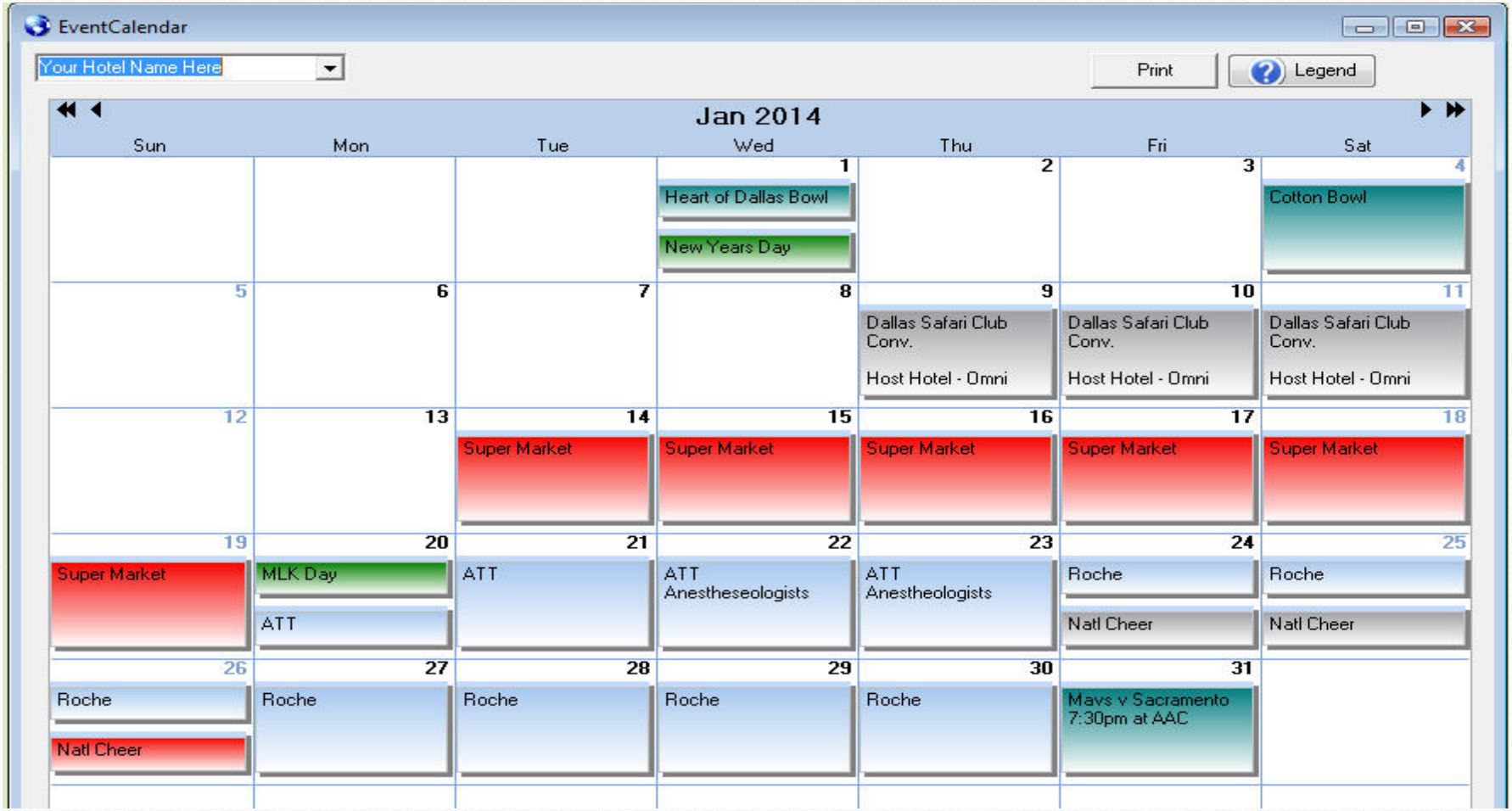
Function Diary



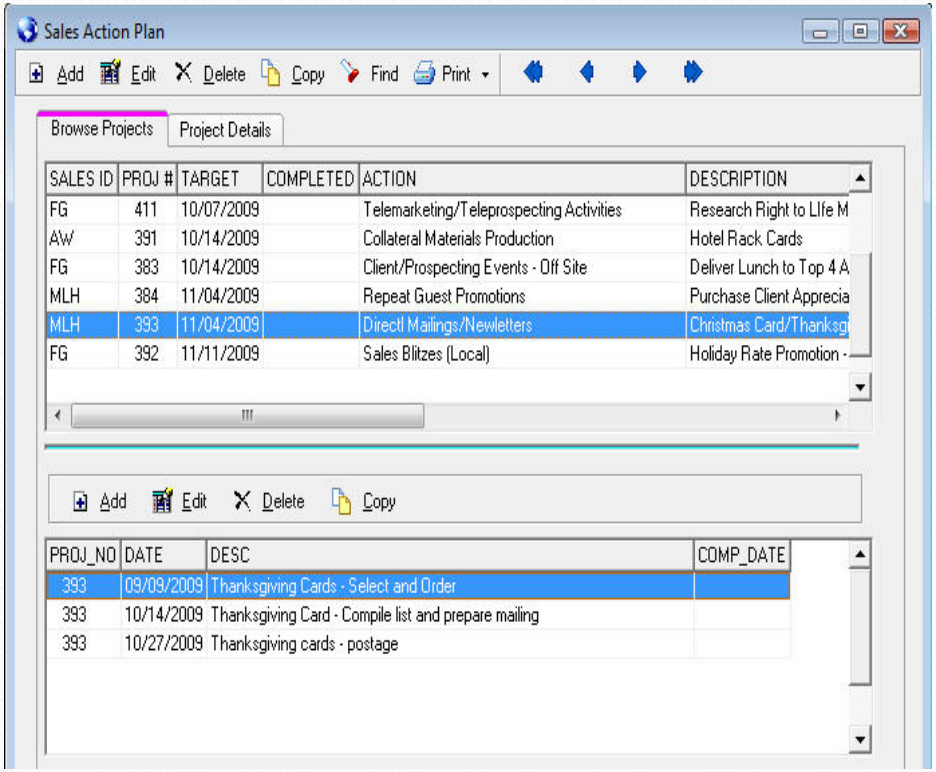
File Code	Event #	Date	Room	Function	Set For	Start	Stop	Sales ID	Stat	Type	Post As
PROS-C	13545	05/02/2014	COLO	SEM	28	6:00am	5:00pm	TL	T	C	MMA Referee School
KIRA-G	13557	05/02/2014	HUNT	MEE	90	7:00am	5:00pm	TL	T	R	Wells Fargo Advisors
QDRO-G	13282	05/02/2014	DELM	MEE	25	8:00am	5:00pm	TL	D	R	Nixon Law Firm-QDRO Counsel Inc
KIRA-G	13557	05/02/2014	MISS	MEE	30	8:00am	4:30pm	TL	T	R	Wells Fargo Advisors
ONRAD-C	13582	05/02/2014	ORAN	MEE	8	8:00am	1:00pm	TL	T	C	OnRad Inc.
ENHMARK-(	13156	05/02/2014	OAK	MEE	3	9:00am	12:00pm	TL	T	C	Craig Valine's Private Client Group Meeting
PEPRDN-G	13467	05/02/2014	MISS	MEE	20	5:30pm	11:30pm	TL	D	B	Pepperdine University

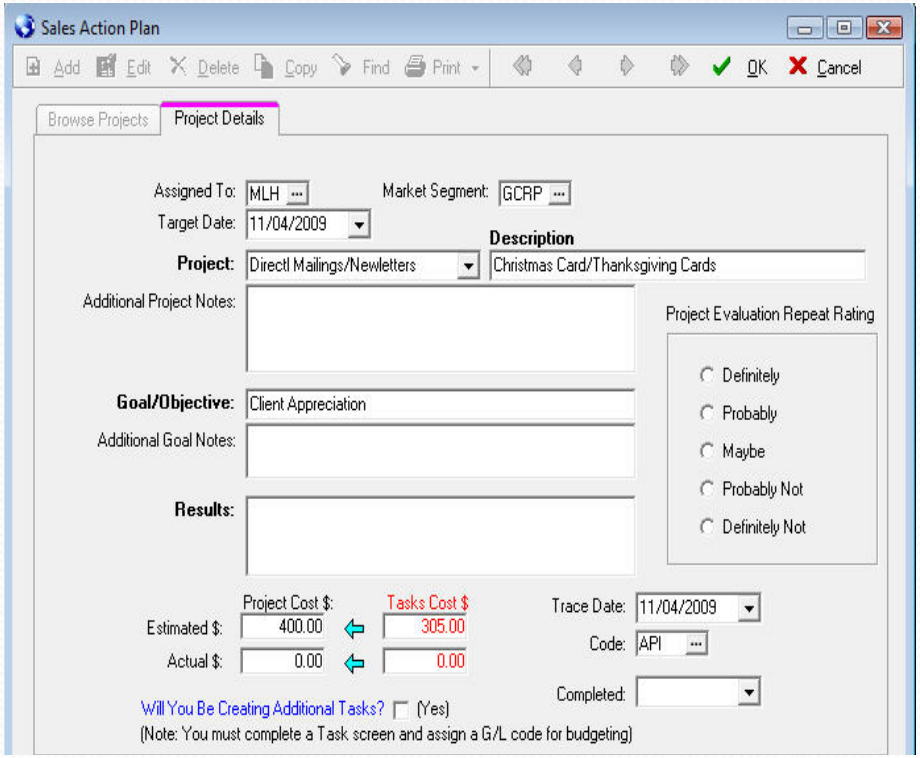
Event Calendar

You can track special events/rates for your property



Sales Action Plans





STS has a Sales Action Plan module that allows sales associates to build their sales action/marketing plans into STS. It tracks critical dates and costs for the projects.

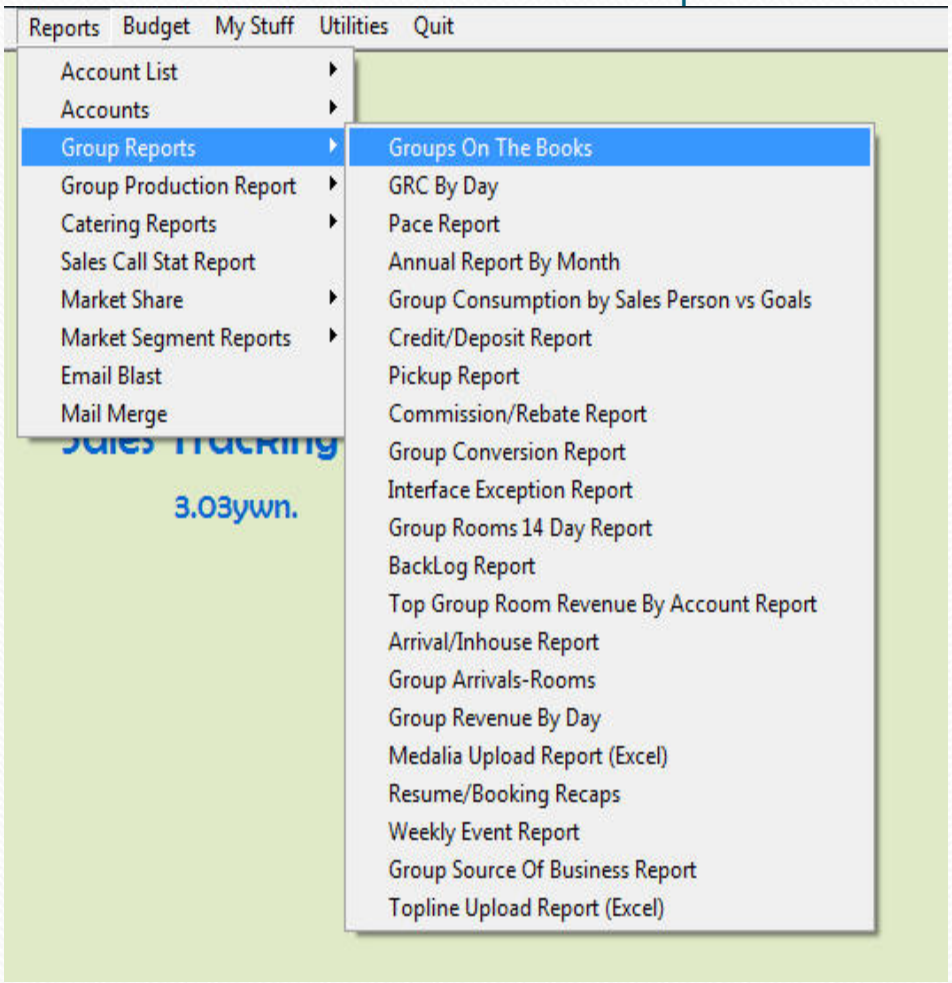
A Few Sample Reports from STS

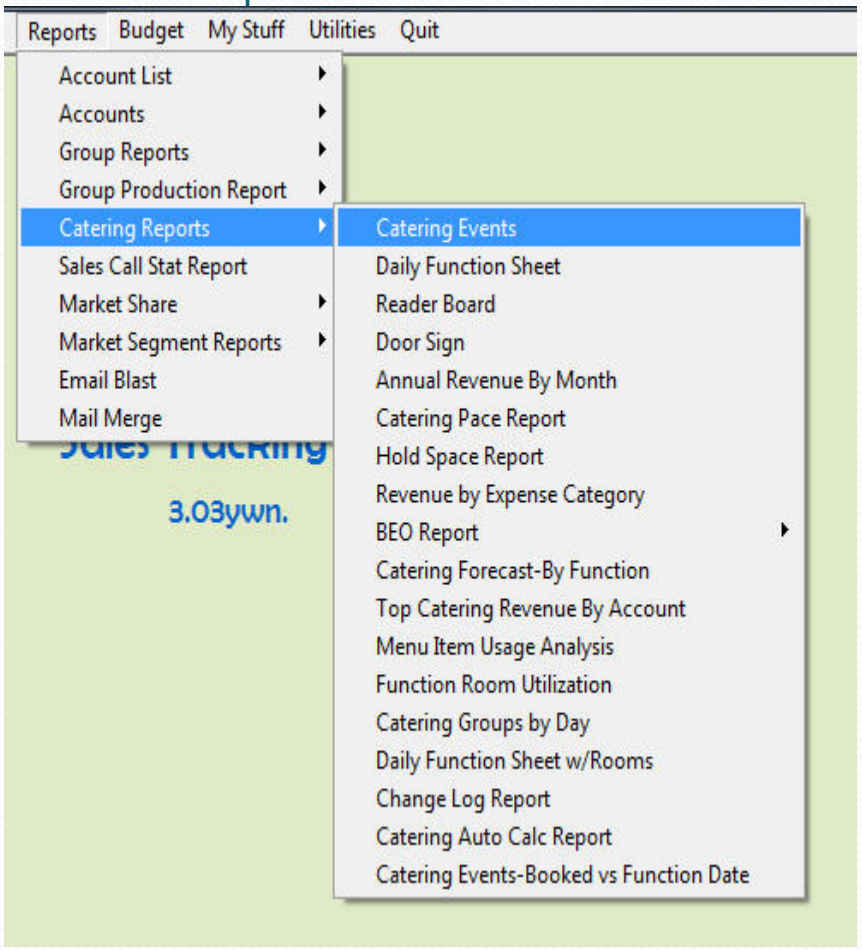
- Tracking Reports
  - Total Room Nights Per Account
  - Market Share/Penetration
  - Month-End Sales
  - New Accounts Report
- Account Management
  - Sales Calls
  - Sales Call Statistics
  - Trace Report
  - Lost Business Report
  - Sales Pipeline
- Group Reports
  - Groups On The Books
  - Sales Production
  - Monthly GRC
  - Pace Report
  - Rooms Contract (can be modified through Microsoft Word)
  - Booking Recap
- Catering Reports
  - Banquet Event Order (can be modified through Microsoft Word)
  - Weekly Function Sheet
  - Catering Pace Report

Plus Many Others Not Included In This Package…

Reporting

A Sample Of Some Of The Available Report





GRC By Day

Quickly View The Groups On The Books

Todays Date: 09/01/09

Page: 1 Of 2

Your Hotel Name Here
GRC By Day Report
Hotel Code: WASAX
Dates: Between 10/01/09 and 10/31/09
Salesperson: All Salespersons
Gross Rooms vs Net Rooms
All Accounts

Ev No	Booked / Cut Off	Group Name / Resv Method	ST	SID	Seg	Rms	ADR	Rm Rev	T 1	F 2	S 3	S 4	M 5	T 6	W 7	T 8	F 9	S 10	S 11	M 12	T 13	W 14	T 15	F 16	S 17
6678	6/24/2009	Phoenix Consulting Group	D	MLH	TLNR	372	139.00	51708	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
	7/2/2009		Net Rooms			372	139.00	51708	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12
6711	7/16/2009	US Marine Corp Reserve	D	MLH	GGOV	330	84 .00	27720	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
	7/4/2009	Rooming List	Net Rooms			330	84 .00	27720	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
6602	4/22/2009	Gadsby's Tavern Museum	D	MLH	GSMF	50	99 .00	4950		25	25														
	9/2/2009	Individual Request	Net Rooms			40	99 .00	3960		20	20														
6724	7/28/2009	Flint/Leist Wedding Block	D	AW	GSMF	45	132.33	5955			15	15	15												
	9/3/2009	Individual Request	Net Rooms			45	132.33	5955			15	15	15												
6764	9/3/2009	Architectural Woodwork Institu	D	CB	GCRP	51	169.00	8619						6	15	15	15								
	9/22/2009	Individual Request	Net Rooms			51	169.00	8619						6	15	15	15								
6709	7/16/2009	Colonial Pathways Tours	D	MLH	GTUR	20	169.00	3380								20									
	9/8/2009	Rooming List	Net Rooms			18	169.00	3042								18									

Annual Report by Month

In the year, for the year, group performance

Today's Date: 09/01/09
Segment: All Segments
Sub-Segment: All Sub-Segments
Salesperson: All Salespersons

Your Hotel Name Here
Annual Report - By Month
Net Rooms - Definite, Tentative and Prospect
Actual + Blocked Rooms

	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Total
Current Year													
Definite Rms	510	1,264	929	944	1,220	364	612	389	1,166	1,345	572	0	9,315
Definite Rev	95,122	187,867	145,129	156,922	184,296	46,766	78,992	52,188	133,254	168,260	73,588	0	1,322,383
Definite ADR	186.51	148.63	156.22	166.23	151.06	128.48	129.07	134.16	114.28	125.10	128.65	0.00	141.96
Tentative Rms	8	0	0	0	0	0	10	0	10	150	59	174	411
Tentative Rev	1,432	0	0	0	0	0	1,387	0	1,740	19,321	7,992	21,576	53,448
Tentative ADR	179.00	0.00	0.00	0.00	0.00	0.00	138.70	0.00	174.00	128.81	135.46	124.00	130.04
Prospect Rms	0	0	0	0	0	0	0	0	0	0	0	0	0
Prospect Rev	0	0	0	0	0	0	0	0	0	0	0	0	0
Prospect ADR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Rms	518	1,264	929	944	1,220	364	622	389	1,176	1,495	631	174	9,726
Total Rev	96,554	187,867	145,129	156,922	184,296	46,766	80,379	52,188	134,994	187,581	81,580	21,576	1,375,831
Total ADR	186.40	148.63	156.22	166.23	151.06	128.48	129.23	134.16	114.79	125.47	129.29	124.00	141.46
Budget Rms	619	1,001	997	1,300	1,551	1,009	422	622	632	935	644	427	10,159
Budget Rev	96,906	131,156	145,987	189,138	229,206	149,720	52,712	83,202	89,748	111,297	80,927	42,559	1,402,558
Budget ADR	156.55	131.02	146.43	145.49	147.78	148.38	124.91	133.77	142.01	119.03	125.66	99.67	138.06
Variance Rms	-101	263	-68	-356	-331	-645	200	-233	544	560	-13	-253	-433
Variance Rev	-352	56,711	-858	-32,216	-44,910	-102,954	27,667	-31,014	45,246	76,284	653	-20,983	-26,727
Variance ADR	29.84	17.60	9.79	20.74	3.28	-19.91	4.32	0.39	-27.22	6.44	3.62	24.33	3.40

Note: Actual Pick Up used for dates prior to 09/01/09

Pace Report

Current Future Bookings Compared To Same Time Last Year

Today's Date: 09/01/09

Your Hotel Name Here
Pace Report
Net Rooms

Report Begins On: 08/01/09

	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Total
Current Year																			
Definite Rms	628	1,166	1,345	572	0	35	152	351	307	506	482	36	0	0	72	0	0	0	5,652
Definite Rev	66,397	133,254	168,260	73,588	0	3,465	19,360	51,513	42,443	76,449	51,508	4,284	0	0	12,888	0	0	0	703,409
Definite ADR	105.73	114.28	125.10	128.65	0.00	99.00	127.37	146.76	138.25	151.08	106.86	119.00	0.00	0.00	179.00	0.00	0.00	0.00	124.45
Tentative Rms	41	10	150	59	174	30	505	44	203	423	0	75	60	0	0	0	0	0	1,774
Tentative Rev	4,719	1,740	19,321	7,992	21,576	3,170	72,711	8,176	28,825	42,426	0	7,675	6,340	0	0	0	0	0	224,671
Tentative ADR	115.10	174.00	128.81	135.46	124.00	105.67	143.98	185.82	142.00	100.30	0.00	102.33	105.67	0.00	0.00	0.00	0.00	0.00	126.65
Total Rms	669	1,176	1,495	631	174	65	657	395	510	929	482	111	60	0	72	0	0	0	7,426
Total Rev	71,116	134,994	187,581	81,580	21,576	6,635	92,071	59,689	71,268	118,875	51,508	11,959	6,340	0	12,888	0	0	0	928,080
Total ADR	106.30	114.79	125.47	129.29	124.00	102.08	140.14	151.11	139.74	127.96	106.86	107.74	105.67	0.00	179.00	0.00	0.00	0.00	124.98
Budget Rms	622	632	935	644	427	0	0	0	0	0	0	0	0	0	0	0	0	0	3,260
Budget Rev	83,202	89,748	111,297	80,927	42,559	0	0	0	0	0	0	0	0	0	0	0	0	0	407,733
Budget ADR	133.77	142.01	119.03	125.66	99.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	125.07
Variance Rms	47	544	560	-13	-253	65	657	395	510	929	482	111	60	0	72	0	0	0	4,166
Variance Rev	-12,086	45,246	76,284	653	-20,983	6,635	92,071	59,689	71,268	118,875	51,508	11,959	6,340	0	12,888	0	0	0	520,347
Variance ADR	-27.46	-27.22	6.44	3.62	24.33	102.08	140.14	151.11	139.74	127.96	106.86	107.74	105.67	0.00	179.00	0.00	0.00	0.00	-0.09
Same Time Last Year																			
Total Rms	340	726	1,215	819	273	70	368	294	441	568	110	0	0	0	0	0	0	0	5,224
Total Rev	44,430	97,572	166,194	119,409	31,047	11,730	49,152	47,940	75,469	97,992	16,390	0	0	0	0	0	0	0	757,325
Total ADR	130.68	134.40	136.79	145.80	113.73	167.57	133.57	163.06	171.13	172.52	149.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	144.97
Variance Rms	329	450	280	-188	-99	-5	289	101	69	361	372	111	60	0	72	0	0	0	2,202
Variance Rev	26,686	37,422	21,387	-37,829	-9,471	-5,095	42,919	11,749	-4,201	20,883	35,118	11,959	6,340	0	12,888	0	0	0	170,755
Variance ADR	-24.37	-19.61	-11.31	-16.51	10.27	-65.49	6.57	-11.95	-31.39	-44.56	-42.14	107.74	105.67	0.00	179.00	0.00	0.00	0.00	-19.99

Group Consumption Versus Goals

Track The Performance Of Your Sales People's Group Sales Activity

Today's Date: 09/01/09
Segment: All Segments
Sub-Segment: All Sub-Segments
Sales Person: All Salespersons

Your Hotel Name Here
Group Blocked/Actuals By Sales Person vs Goals
Net Rooms - Definite, Tentative and Prospect

Sales Person			Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Annual Total
Micki Heineken	Blocked	Rooms	334	560	660	154	609	240	349	499	768	1,073	344	174	5,764
		ADR	191.46	140.86	150.20	143.94	136.78	119.38	134.13	103.10	105.81	122.41	129.99	124.00	130.68
Groups		Revenue	63,946	78,880	99,129	22,166	83,301	28,650	46,811	51,446	81,262	131,347	44,716	21,576	753,230
	Actual	Rooms	392	827	556	243	519	141	268	223	106	0	0	0	3,275
		ADR	188.78	153.03	154.79	154.93	144.62	124.11	142.36	145.97	113.43	0.00	0.00	0.00	152.53
		Revenue	74,000	126,558	86,062	37,647	75,058	17,499	38,152	32,552	12,024	0	0	0	499,552
		Pick Up %	117.4%	147.7%	84.2%	157.8%	85.2%	58.8%	76.8%	44.7%	13.8%	0.0%	0.0%	0.0%	56.8%
	Goal	Rooms	106	189	219	24	69	60	20	30	26	0	0	0	743
		ADR	192.55	124.02	128.08	138.46	133.97	151.58	113.05	152.20	161.92	0.00	0.00	0.00	140.78
		Revenue	20,410	23,439	28,050	3,323	9,244	9,095	2,261	4,566	4,210	0	0	0	104,598
Variance - Blocked vs Goals		Rooms	228	371	441	130	540	180	329	469	742	1,073	344	174	5,021
		ADR	-1.09	16.84	22.11	5.48	2.81	-32.21	21.08	-49.10	-56.11	122.41	129.99	124.00	-10.10
		Revenue	43,536	55,441	71,079	18,843	74,057	19,555	44,550	46,880	77,052	131,347	44,716	21,576	648,632
Variance - Actual vs Goals		Rooms	286	638	337	219	450	81	248	193	80	0	0	0	2,532
		ADR	-3.77	29.02	26.71	16.47	10.65	-27.48	29.31	-6.23	-48.49	0.00	0.00	0.00	14.01
		Revenue	53,590	103,119	58,012	34,324	65,814	8,404	35,891	27,986	7,814	0	0	0	394,954

Group Production Versus Goals

Track Your Sales People's Future Group Booking Activity Versus Goals

Today's Date: 09/01/09

Your Hotel Name Here

Group Room Production Report w/Goals

Net Rooms

Segment: All Segments

Report For: 08-2009

Salespersons		New Definites	Definite Changes	Definite Cancels	Net Rooms Nights	Quota	Variance	YTD Net	YTD Quota	YTD Variance	Tentatives New	Tentatives Changes	Tentatives Canceled
April Washington	Rms	180	-10	0	170	120	50	1152	960	192	-160	91	0
	Rev	21674	-2240	0	19434	14280	5154	137692	114240	23452	-19294	9669	0
Charles Blackwell	Rms	219	68	-96	191	110	81	1068	1155	-87	73	87	-92
	Rev	29121	10492	-16224	23389	14215	9174	147744	151845	-4101	12107	-3827	-13428
Hotel Hotel	Rms	0	-86	0	-86	0	-86	0	0	0	0	0	0
	Rev	0	-11384	0	-11384	0	-11384	0	0	0	0	0	0
Micki Heineken	Rms	493	36	-50	479	500	-21	4547	4450	97	362	0	-52
	Rev	69362	2544	-8950	62956	64150	-1194	566403	572250	-5847	52329	0	-9308
Total	Rms	892	8	-146	754	730	24	6767	6565	202	275	178	-144
	Rev	120157	-588	-25174	94395	92645	1750	851839	838335	13504	45142	5842	-22736

Catering Revenue By Month

This Report Prints Catering Revenue By Month vs Budget

Today's Date: 04/28/2014 12:38:59 F
Segment: All Segments
Sub-Segment: All Sub-Segments
Business Source: All Sources
Salesperson: All Salespersons

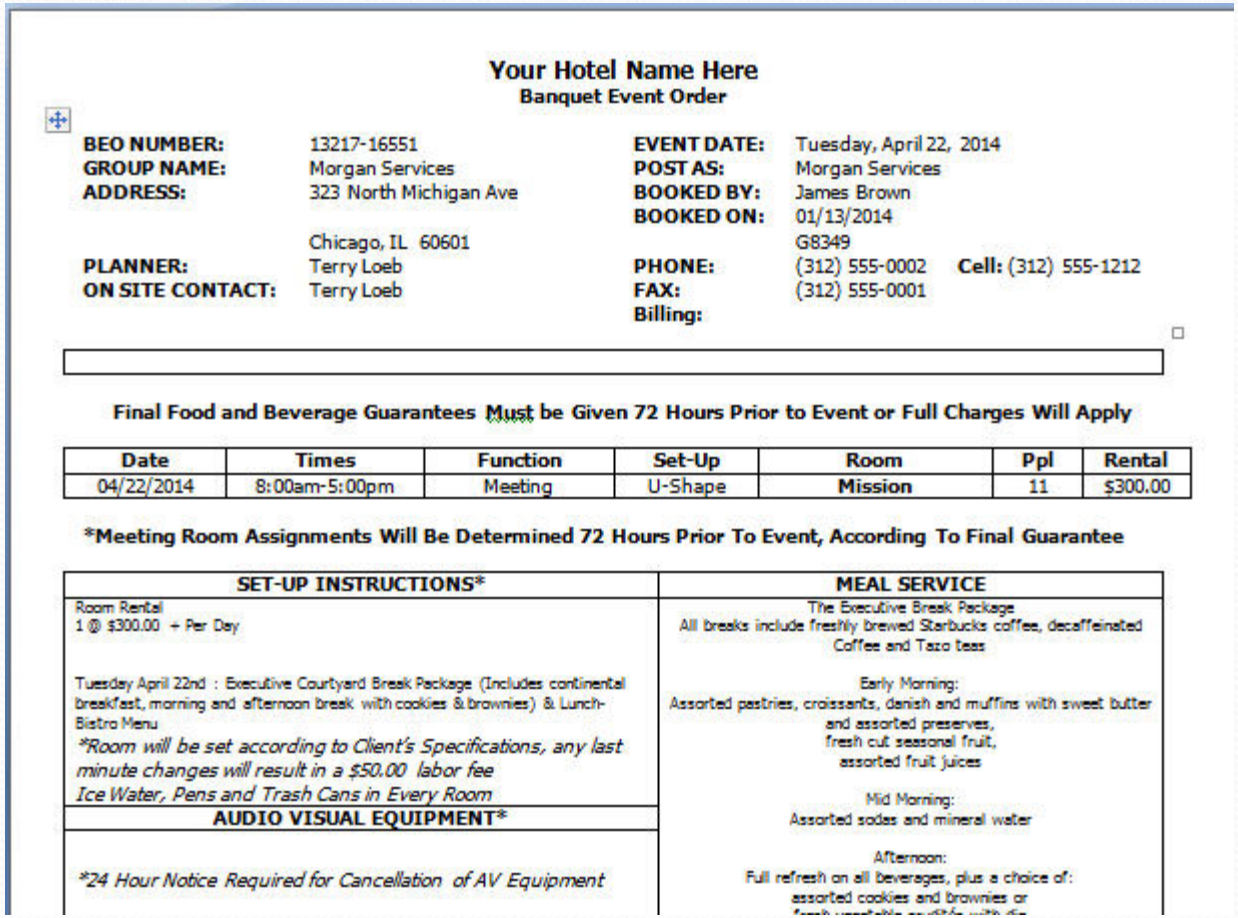
Your Hotel Name Here
Annual Catering Report - By Month
Revenue Type: All Revenue
Forecast Revenue

	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Total
Definite													
Definite Food	31,377	38,517	31,037	11,475	1,908	0	0	0	0	0	160	0	114,474
Beverage Rev	5,358	0	0	0	200	0	0	0	0	0	0	0	5,558
Room Rental	19,800	22,025	22,050	9,475	9,475	2,550	600	700	0	0	600	0	87,275
A/V Revenue	2,835	4,730	4,735	1,375	495	150	100	0	0	0	150	0	14,570
Other Revenue	1,596	2,162	1,182	0	0	0	0	0	0	0	0	0	4,940
Total Def Rev	60,967	67,434	59,004	22,325	12,078	2,700	700	700	0	0	910	0	226,818
Tentative													
Tentative Food	0	0	0	5,249	5,348	3,890	3,050	1,550	2,875	5,505	2,000	1,550	31,017
Beverage Rev	0	0	0	0	178	0	0	0	0	0	0	0	178
Room Rental	0	0	0	9,150	9,950	4,350	6,100	5,625	4,275	2,475	4,000	1,875	47,800
A/V Revenue	0	0	0	1,440	1,490	1,000	600	955	405	115	105	0	6,110
Other Revenue	0	0	0	32	340	32	32	32	32	32	32	32	596
Total Ten Rev	0	0	0	15,871	17,306	9,272	9,782	8,162	7,587	8,127	6,137	3,457	85,701
Total													
Food Revenue	31,377	38,517	31,037	16,724	7,256	3,890	3,050	1,550	2,875	5,505	2,160	1,550	145,491
Beverage Rev	5,358	0	0	0	378	0	0	0	0	0	0	0	5,736
Room Rental	19,800	22,025	22,050	18,625	19,425	6,900	6,700	6,325	4,275	2,475	4,600	1,875	135,075
A/V Revenue	2,835	4,730	4,735	2,815	1,985	1,150	700	955	405	115	255	0	20,680
Other Revenue	1,596	2,162	1,182	32	340	32	32	32	32	32	32	32	5,536
Total Revenue	60,967	67,434	59,004	38,196	29,383	11,972	10,482	8,862	7,587	8,127	7,047	3,457	312,518
Budget													
Food Revenue	38,362	34,466	26,800	31,283	16,627	29,984	28,497	33,333	32,136	42,204	33,106	25,635	372,433
Beverage Rev	878	576	110	131	92	1,464	6,468	465	671	1,629	1,384	1,155	15,023
Room Rental	16,255	17,888	20,679	19,153	25,117	19,780	18,063	22,910	19,645	21,432	15,717	9,939	226,578
A/V Revenue	3,877	2,770	3,083	2,266	2,923	3,056	1,507	3,442	3,713	3,983	3,415	1,435	35,470
Other Revenue	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Budget	59,372	55,700	50,672	52,833	44,759	54,284	54,535	60,150	56,165	69,248	53,622	38,164	649,504
Variance													
Food Revenue	-6,985	4,051	4,237	-14,559	-9,371	-26,094	-25,447	-31,783	-29,261	-36,699	-30,946	-24,085	-226,942
Beverage Rev	4,480	-576	-110	-131	286	-1,464	-6,468	-465	-671	-1,629	-1,384	-1,155	-9,287
Room Rental	3,545	4,137	1,371	-528	-5,692	-12,880	-11,363	-16,585	-15,370	-18,957	-11,117	-8,064	-91,503
A/V Revenue	-1,042	1,960	1,652	549	-938	-1,906	-807	-2,487	-3,308	-3,868	-3,160	-1,435	-14,790
Other Revenue	1,596	2,162	1,182	32	340	32	32	32	32	32	32	32	5,536
Total Variance	1,594	11,734	8,332	-14,637	-15,376	-42,312	-44,053	-51,288	-48,578	-61,121	-46,575	-34,707	-336,986

Note: All Catering Revenuse are Forecast amounts

Banquet Event Order

You Can Easily Customize The BEO Template Using Word



Your Hotel Name Here
Banquet Event Order

BEO NUMBER:	13217-16551	**EVENT DATE:**	Tuesday, April 22, 2014	
GROUP NAME:	Morgan Services	**POST AS:**	Morgan Services	
ADDRESS:	323 North Michigan Ave	**BOOKED BY:**	James Brown	
		BOOKED ON:	01/13/2014	
	Chicago, IL 60601		G8349	
PLANNER:	Terry Loeb	**PHONE:**	(312) 555-0002	**Cell:** (312) 555-1212
ON SITE CONTACT:	Terry Loeb	**FAX:**	(312) 555-0001	
		Billing:		

Final Food and Beverage Guarantees Must be Given 72 Hours Prior to Event or Full Charges Will Apply

Date	Times	Function	Set-Up	Room	Ppl	Rental
04/22/2014	8:00am-5:00pm	Meeting	U-Shape	**Mission**	11	$300.00

***Meeting Room Assignments Will Be Determined 72 Hours Prior To Event, According To Final Guarantee**

SET-UP INSTRUCTIONS*	MEAL SERVICE
Room Rental 1 @ $300.00 + Per Day Tuesday April 22nd : Executive Courtyard Break Package (Includes continental breakfast, morning and afternoon break with cookies & brownies) & Lunch-Bistro Menu *Room will be set according to Client's Specifications, any last minute changes will result in a $50.00 labor fee* *Ice Water, Pens and Trash Cans in Every Room*	The Executive Break Package All breaks include freshly brewed Starbucks coffee, decaffeinated Coffee and Tazo teas Early Morning: Assorted pastries, croissants, danish and muffins with sweet butter and assorted preserves, fresh cut seasonal fruit, assorted fruit juices Mid Morning: Assorted sodas and mineral water Afternoon: Full refresh on all beverages, plus a choice of: assorted cookies and brownies or
AUDIO VISUAL EQUIPMENT*	
24 Hour Notice Required for Cancellation of AV Equipment	

Total Room Nights Per Account

This Report Allows Tracking of Key Accounts with 3 Year History

Report Date: 09/01/09
Sorted On: Account Name

Your Hotel Name Here
Total Room Nights Per Account
Dates: Between 01/01/07 and 12/31/09
Salesperson: All Salespersons
Segment: TLNR

Corp #	Account Name	Year	Rate	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
		2008	$128.71	3801	506	509	310	285	247	244	307	323	346	313	218	193
		2007	$128.34	1473	11	11	12	46	72	68	93	102	117	233	329	379
PHOENIX	Phoenix Consulting Group	2009	$157.95	314	81	125	61	13	4	0	0	30	0	0	0	0
		2008	$141.69	1323	65	24	9	144	218	60	42	235	86	280	147	13
		2007	$124.84	1956	89	167	175	198	88	318	56	138	267	217	159	84

Sales Call Statistics Report

Track The Sales Call Performance Of Your Sales People

Todays Date: 09/01/09

Your Hotel Name Here
Sales Call Statistics Report
Dates: Between 08/01/09 and 08/31/09
Salesperson: All Salespersons

Sales ID	Salesperson	Call Code	Call Description	# Of Calls	Monthly Call Goal	Variance	Points	Monthly Point Goal	Variance
AW	April Washington	CMI	Client Meeting In Person	13	0	13	52.00	0.00	52.00
AW	April Washington	CMT	Client Relationship Enhan	25	23	2	25.00	23.00	2.00
AW	April Washington	EML	E-mail Contact	2	0	2	0.00	0.00	0.00
AW	April Washington	GBT	Group Block Update	5	0	5	0.00	0.00	0.00
AW	April Washington	PFT	Prospect Follow-Up (TM)	23	20	3	23.00	20.00	3.00
AW	April Washington	PQT	Prospect Qualification TM	20	20	0	40.00	40.00	0.00
AW	April Washington	RGT	Book or Re-Book Group	11	10	1	33.00	30.00	3.00
AW	April Washington	SSI	Site Inspection	3	15	-12	18.00	90.00	-72.00
AW	April Washington	SVT	Sick, Vacation, Training	1	0	1	20.00	0.00	20.00
AW	April Washington	VMT	Voice Mail	33	0	33	0.00	0.00	0.00
			Calls WithOut Goals	54			72.00		
			Calls With Goals	82	88	-6	139.00	203.00	-64.00
			Total Calls	136	88	48	211.00	203.00	8.00

Weekly Sales Report

The report summarizes all activity for a sales person. Along with the information below, it prints the notes from Target Accounts, Sales Call Notes, and Appointments for the next 2 weeks.

Page: 1

Weekly Sales Report
Hotel Code: WASAX
Salesperson: MLH-Micki Heineken

Today's Date: 11/17/2009
Beginning Date: 10/04/2009
Ending Date: 10/10/2009

Month To Date Totals:	Actual	Budget	Variance
Occupancy:	63.4 %	79.1 %	-15.8 %
ADR:	$154.79	$157.51	($2.72)
Room Revenue:	647,487	822,967	-175,480
RevPAR:	$98.06	$124.64	($26.58)

New Business Booked: Net Rooms- Definites, Tentatives, Prospects

Event No	Account Name	Status	Booked On	Arrival	Room Nts	Rate	Total Revenue
6720	Legacy Tours - Spring Time in DC - Seniors	D	10/08/2009	04/15/2010	80	$159.00	12,720
6804	American Destinations - Bridgport Patrols	D	10/09/2009	05/21/2010	17	$139.00	2,363
6811	Kenrich Family Gathering	D	10/08/2009	12/23/2009	21	$89.00	1,869
6816	Villines Tour - Senior Group	D	10/06/2009	06/25/2010	72	$109.00	7,848
6819	Defense Threat Reduction Agency	D	10/08/2009	10/26/2009	40	$189.00	7,560
6820	Excursions Unlimited	D	10/09/2009	10/24/2009	45	$125.67	5,655
TOTAL							38,015

New Catering Booked: Definites, Tentatives, Prospects

Event No	Account Name	Status	Booked On	Arrival	Food	Bev	Rm Rent	AV Rev	Oth Rev
6811	Kenrich Family Gathering	D	10/08/2009	12/23/2009	0	0	250	0	25
TOTAL					0	0	250	0	25

Lost Business

Event#	Group Name	Lost On	Arrival	Reason	Rms	Rm Rev	FB Rev	Total Rev
6697	Skycrest Christian School	10/06/2009	03/22/2010		48	9,072	0	9,072
TOTAL					48	9,072	0	9,072

Call Statistics - w/Goals

ID	Type Of Call	# of Calls	Point Worth	Total Points	Point Goal	Variance Calls w/Goals
MLH	ADM Admin Activity	1	0.00	0.00	0.00	0.00
MLH	CCI Cold Call in Person	0	2.00	0.00	5.00	-5.00
MLH	CMI Client Meeting in Person	0	4.00	0.00	6.00	-6.00
MLH	CMT Client Relationship Enhan	7	1.00	7.00	3.00	4.00
MLH	EML E-mail Contact	1	0.00	0.00	0.00	0.00
MLH	PAI Prospect Meeting (IP)	0	5.00	0.00	3.00	-3.00
MLH	PFT Prospect Follow-Up (TM)	7	1.00	7.00	3.00	4.00
MLH	PQT Prospect Qualification TM	8	2.00	16.00	7.00	9.00
MLH	RGT Book or Re-Book Group	2	3.00	6.00	12.00	-6.00
MLH	SSI Site Inspection	1	6.00	6.00	7.00	-1.00
	Totals	27		42.00	46.00	-4.00

Sales Action Plan

Your Sales People Can Build and Track Their Sales Action Plans in STS

Today's Date: 09/01/09
Page: 1

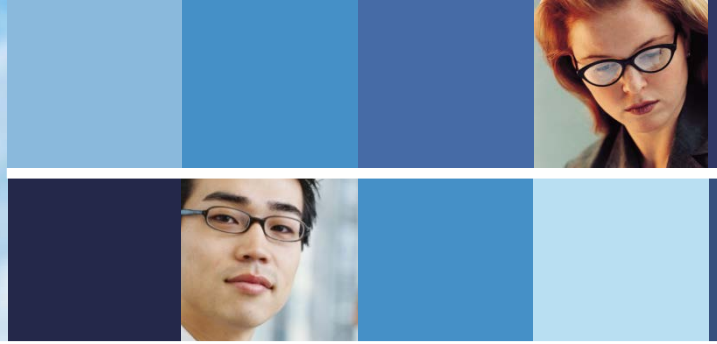
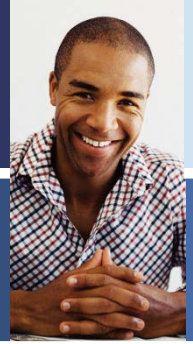
Your Hotel Name Here
30/60/90 Day Sales Action Plan
Sales Person: Charles Blackwell
Report Date: 09/01/09

30 Day: October-2009

Project/Action/Tasks	*Goal / Goal Notes*	*Cost*	*Target Date*	*Sales ID*	*Completed Date*
Telemarketing/Teleprospecting Activities					
Research Right to LIfe March in January - Try to increase our group business for January		**$0.00**	**10/07/09**	**CB**	
Research Right to LIfe March in January -		$0.00	10/07/09	CB	
Client/Prospecting Events - Off Site					
Deliver Lunch to Top 4 Accounts	**Cleint Appreciation through construction**	**$0.00**	**10/14/09**	**CB**	
Obtain approvals on date and items		$0.00	09/21/09	MLH	
Select items and order		$0.00	10/09/09	MLH	
Calls to make appointments		$0.00	10/09/09	MLH	
Deliver items to clients and pay for lunche 0778.08		$200.00	10/14/09	MLH	

60 Day: November-2009

Project/Action/Tasks	*Goal / Goal Notes*	*Cost*	*Target Date*	*Sales ID*	*Completed Date*
Sales Blitzes (Local)					
Holiday Rate Promotion - Office Project Targeting local Apartment Complexes as well as companies for visiting families members over the Christmas and Thanksgiving Time Frames	**Complete 30 sales calls for each holiday**	**$0.00**	**11/11/2009**	**CB**	
Sales Calls to Promote Holiday Rates		$0.00	11/11/09	CB	
Complete Sales Calls		$0.00	12/07/09	CB	
Complete Sales Calls		$0.00	12/14/09	CB	

STS
Sales Tracking System

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