

Fairmont: Behind the Scenes

2007 NWACUHO Conference

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- I. Fairmont Corporate Social Responsibility
 - Green Partnership Program
 - Awards
 - Auditing Initiatives – where they've been
 - Waste Management, Energy & Water Conservation, Community Outreach, Green Events

- II. Unparalleled Service
 - Mission: “Turning Moments Into Memories For Our Guests” (communicated from the first interview)
 - Promise:
 1. Places of unrivalled presence
 2. Experiences that are authentically local
 3. Service that is engaging (smile, nametag, names)
 - Values: Respect, Integrity, Teamwork, Empowerment (“RITE”)

- III. Sales Department
 - Mission: Increase revenue per Available Room (RevPar) from all sources through development of a culture where we manage the integrity of the long term customer investment (room nights = perishable resource)
 - 6 Simple Standards – Sales (Corporate)
 1. Will achieve goals
 2. Treat competition as opposition
 3. Answer all telephone calls
 4. Respond to customers within one hour
 5. Pursue business for the brand
 6. Develop key accounts
 - Floor of Sales
 1. Relationships/Networking/Marketing
 2. Lead
 3. Needs of Customer
 4. Present Proposal (most competitive possible)
 5. Hosting site visit
 6. Negotiating
 7. Finalizing contract/agreement
 8. Introduction to conf. services & reservation contacts

IV. Keys to Success

- Speed
- Accuracy
- Listen to understand
- Show value
- Find solutions
- Earn the trust of the customer
- Refer business within the brand-team

V. Convention Resume

- Internal Document created as means of communication for all operating departments in hotel
- Information garnered from the client and shared by means of this tool
 1. Pre-con meeting: minute by minute
 2. Program sent to all hotel partners
 3. Special attention guests

VI. Transfer of Information

- Turnover report & contract information (attrition, cutoff dates, block suites, trace reports)
- Call and introduce as contact for rooms & billing
- 4-5 days prior – go over files (VIPs, etc.)
- Convention services – resume & pre-con

VII. The Perfect Function

- Communication & relationship building – key
 1. Between catering kitchen, all banquet leaders, service staff (daily service meeting) – 2 days prior
 2. Strong internal relationships = strong relationship with customer
- Goal is perfect function
- Perfect room – perfect event – perfect staff
- Standards → corporate and local
- Turning moments into memories
- Banquet leaders end of day reports

- Diligent and rigorous selection process - 6 interviews and criminal history (1 day)
- Training employment benefits (retention)
- Best customer service to guests paying to be here AND guests being paid to be here.
- Room turn → 30 minutes → 15 per attendant and per day (20 stayover)