

JUMPSTARTING SALES

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# Maintaining Business Relationships

*Responding to questions from  
Industry on Coronavirus (COVID-19)*



# Your first port of call for all COVID-19 Updates for the Industry

Go to the COVID-19 section on

[www.failteireland.ie](http://www.failteireland.ie)



The screenshot displays the Fáilte Ireland website with a focus on COVID-19 updates. The top navigation bar includes links for 'COVID-19 update', 'Quality Assurance', 'Business Tourism', 'Tourism News', 'Publications', and 'Trade Portal Login'. The main header features the Fáilte Ireland logo and social media icons. Below the header, a secondary navigation bar lists 'Res', 'Sales', 'Funding, Supports & Training', 'Wild Atlantic Way', 'Ireland's Ancient East', 'Dublin', and 'Ireland's Hidden Heartlands'. The central content area is dominated by a large blue banner for 'Coronavirus COVID-19 Public Health Advice'. A red arrow points from the 'COVID-19 update' link in the top navigation bar to the 'COVID-19 Update' section on the page. Another red arrow points from the 'COVID-19 Update' section to the 'COVID-19 update' link in the top navigation bar. The 'COVID-19 Update' section includes a sub-header 'COVID-19 Update', a brief description 'Read the latest advice on COVID-19.', and contact information 'Contact Fáilte Ireland Business Supports on LoCall 1800-242 473.'. Below the banner, a secondary navigation bar highlights 'COVID-19 Update', 'Ireland's Ancient East', and 'Brexit Supports'. The bottom section of the page features a 'Tourism news' widget with a 'View all news' link, a 'twitter' widget with a 'Follow @failte\_ireland' button, and a 'Tweets by @Failte\_Ireland' section showing a tweet from Fáilte Ireland about business supports for the tourism and hospitality sector.

# What should I communicate to my customers right now?

*Driving customer reassurance in your business*

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- 01 B2C communications now
  - 02 Weddings & Social Events
  - 03 B2B Buyers & Corporate Customers

01

## B2C Communications:

Create your guest  
focussed response to  
COVID-19



### Consider:

What information is important to your customers

### Messages like

-  Your cancellation policies
-  Any services you still have operating
-  Messages of support and togetherness
-  Celebrate the great human stories at play.

02

## Weddings & Social Events

### Remember:

Open lines of communication with your wedding couples and for social events in the future is important

### Do:

-  Make contact with your wedding couples who have future dates booked
-  Provide them with details of who to contact with queries over the coming time
-  If weddings are within relatively short to medium timelines- have postponement dates ready to discuss
-  Offer what incentives you can to accommodate your guests on new dates

03

## B2B Buyers & Corporate Customers



### Think

Many of your business partners are suffering massive cancellations and business uncertainty also



Providing a specific communication to your Buyers and another to your corporates will be welcome



Recognise everyone's challenges



Reassure them that you **will work together** to find solutions for future events and groups



Provide messages of support and togetherness



Hold rates agreed in 2020 for 2021 business

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# Preparing for a Return to Trading

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# There is an opportunity to come out stronger and better than ever!



- Use this time strategically to ensure you are business ready when trading resumed
- Many “important not urgent” tasks can be addressed now
- Customer contact will remain key especially for social and wedding business
- A robust “return to trading” plan will help you maximise any demand in the market

01

## Structure your team around your core business segments

### Think

How can you ensure that each of your key segments are being managed as proactively as possible

- ▶ Assign core segments to each of your team- wedding, group, corporate etc.
- ▶ Decide as a team your approach and **communication plan** for each segment during this period. Schedule communications appropriately.
- ▶ Ensure all customers (especially those with future events) have a way to contact the hotel, even if it is closed currently, this will ensure a sense of responsiveness.

02

## Use the time to re-examine your business offering

### Think

How can you use the time available now to be best placed for successful trading in the future

- ▶ Revisit all sales materials including proposals - is it as good as possible? Are there amendments you could make?
- ▶ Update content on your website -work on creating new pages and keep them dormant- for key periods in the future like Summer, Halloween and Christmas.
- ▶ Now is the time to look at your **PMS and CRM** - is there work to be done here in cleaning up contacts and duplicates, in segmenting databases, so you can be ready to communicate better and more relevantly to your customers.
- ▶ **Content is king.** Start working on your content calendar for Social Media. We are often time poor in this area, actually write sample posts, source images online; create a bank of content that you can use seasonally.

03

## Use the time prepare for sales initiatives in the future

### Think

Customer engagement plans!



Create a “Return to Trading” plan for your business, with priorities for all members of the team. This will keep everyone focussed in an evolving situation



Revisit past enquiries and companies, interrogate your top account list but also look to the B and C accounts. Is there potential there to focus on when trading resume?



Create **Account Management** plans and determine your approach to managing relationships and enhancing sales.



Remember: **Flexibility** is key here  
**Flexibility** with our customers; **Flexibility** with our plans.  
Review, Adjust and Amend as time goes on.



**REMEMBER- Keep your customer at the heart of all you do.**

Making your customer feel **safe, secure and valued** now will be remembered and **will protect your business in the future**