

HOSPITALITY  
WITH  
A SYSTEM



Optional Expansion module  
For targeted sales and marketing activities

## PROTEL SALES & MARKETING

Product information

## PROTEL SALES & MARKETING: CUSTOMER RELATIONSHIP MANAGEMENT

### **The secret to success: Customer relationships**

You can't market to your customers if you don't know them well. That's why your success depends on targeted sales and marketing activities and comprehensive customer relationship management. protel Sales & Marketing gives you total visibility into what your guests need and want. Improve your bottom line with focused campaign management and attractive customer loyalty programs!

As optional expansion module for the protel Front Office software, protel Sales & Marketing integrates seamlessly with the protel product suite. It doesn't matter whether you use protel SPE, our solution for large individual hotels, or manage hotel chains and groups with protel MPE or protel HQ – protel Sales & Marketing interacts flawlessly with all Front Office features.

You and your employees will have direct access to the information stored in the central database from anywhere in the system, translating into more efficient planning and management of sales and marketing activities. Thanks to automatic analyses, customer groups can be quickly matched with special offer mailings or invitations. This is a perfect way to stay in close touch with your customers!

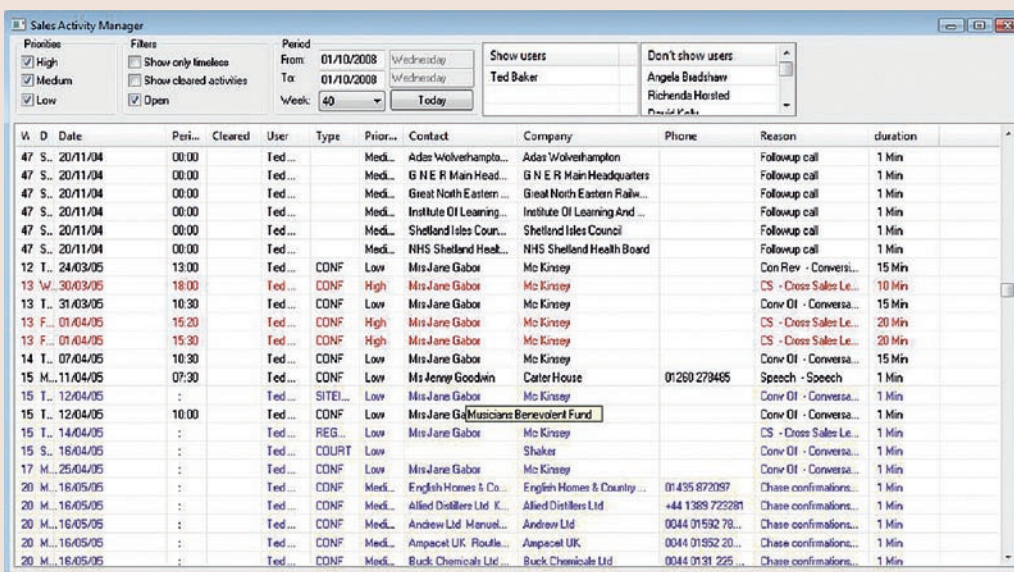
Do you want to learn about some of the main features and functionalities of protel Sales & Marketing.

## OUR PRODUCT HIGHLIGHTS

- ▶ Activity Manager
- ▶ Sales Navigator
- ▶ Mailing Wizard and Mailing Expert
- ▶ Other features

## Activity Manager

When it comes to managing appointments, activities and contacts, Activity Manager can remember all the key information so your sales activities will be efficient and effective. It's the daily companion for all your sales staff and is intuitively designed so no detail will ever be overlooked.



W	D	Date	Peri...	Cleared	User	Type	Prior...	Contact	Company	Phone	Reason	duration
47	S..	20/11/04	00:00		Ted...	Med...	Med...	Adas Wolverhampta...	Adas Wolverhampton		Followup call	1 Min
47	S..	20/11/04	00:00		Ted...	Med...	Med...	G N E R Main Head...	G N E R Main Headquarters		Followup call	1 Min
47	S..	20/11/04	00:00		Ted...	Med...	Med...	Great North Eastern ...	Great North Eastern Railw...		Followup call	1 Min
47	S..	20/11/04	00:00		Ted...	Med...	Med...	Institute Of Learning...	Institute Of Learning And ...		Followup call	1 Min
47	S..	20/11/04	00:00		Ted...	Med...	Med...	Shetland Isles Coun...	Shetland Isles Council		Followup call	1 Min
47	S..	20/11/04	00:00		Ted...	Med...	Med...	NHS Shetland Healt...	NHS Shetland Health Board		Followup call	1 Min
12	T..	24/03/05	13:00		Ted...	CONF	Low	Mrs Jane Gabor	Mc Kinsey		Con Rev - Conversi...	15 Min
13	W..	30/03/05	18:00		Ted...	CONF	High	Mrs Jane Gabor	Mc Kinsey		CS - Cross Sales Le...	10 Min
13	T..	31/03/05	10:30		Ted...	CONF	Low	Mrs Jane Gabor	Mc Kinsey		Conv OI - Conversa...	15 Min
13	F..	01/04/05	15:20		Ted...	CONF	High	Mrs Jane Gabor	Mc Kinsey		CS - Cross Sales Le...	20 Min
13	F..	01/04/05	15:30		Ted...	CONF	High	Mrs Jane Gabor	Mc Kinsey		CS - Cross Sales Le...	20 Min
14	T..	07/04/05	10:30		Ted...	CONF	Low	Mrs Jane Gabor	Mc Kinsey		Conv OI - Conversa...	15 Min
15	M..	11/04/05	07:30		Ted...	CONF	Low	Mrs Jenny Goodwin	Cater House	01260 278465	Speech - Speech	1 Min
15	T..	12/04/05	:		Ted...	SITEI...	Low	Mrs Jane Gabor	Mc Kinsey		Conv OI - Conversa...	1 Min
15	T..	12/04/05	10:00		Ted...	CONF	Low	Mrs Jane Gabor	Musicians Benevolent Fund		Conv OI - Conversa...	1 Min
15	T..	14/04/05	:		Ted...	REG...	Low	Mrs Jane Gabor	Mc Kinsey		CS - Cross Sales Le...	1 Min
15	S..	16/04/05	:		Ted...	COURT	Low	Mrs Jane Gabor	Shaker		Conv OI - Conversa...	1 Min
17	M..	25/04/05	:		Ted...	CONF	Low	Mrs Jane Gabor	Mc Kinsey		Conv OI - Conversa...	1 Min
20	M..	16/05/05	:		Ted...	CONF	Med...	English Homes & Co...	English Homes & Country ...	01435 872057	Chase confirmations...	1 Min
20	M..	16/05/05	:		Ted...	CONF	Med...	Allied Distillers Ltd K...	Allied Distillers Ltd	+44 1389 725281	Chase confirmations...	1 Min
20	M..	16/05/05	:		Ted...	CONF	Med...	Andrew Ltd Manual...	Andrew Ltd	0044 01592 78...	Chase confirmations...	1 Min
20	M..	16/05/05	:		Ted...	CONF	Med...	Ampacet UK Route...	Ampacet UK	0044 01952 20...	Chase confirmations...	1 Min
20	M..	16/05/05	:		Ted...	CONF	Med...	Buck Chemicals Ltd...	Buck Chemicals Ltd	0044 0131 225...	Chase confirmations...	1 Min

The Activity Manager can remember all the key information

# PROTEL SALES & MARKETING

## FURTHER MAIN FEATURES:

Sales Production

Mailing wizard

User defined fields

Direct access to your favourites such as contacts or reports

## OPTIONAL ADD-ONS:

Visiting card scanner

Interface for Microsoft Outlook

Mailing Expert

## Sales Navigator

Sales Navigator lists all the actual or projected revenues for your accounts in detail for each period, notifies you of customer contacts and their outcomes, and thus helps your sales staff prepare for the next sales meeting. With its support, you can find and capitalize on new marketing opportunities.

The screenshot shows the Sales Navigator application window. At the top, there are filters for 'Display' (Revenue total), 'Period' (01/01/05 to 31/12/09), 'Sales User', and 'Hotel' (Richard's Hotel - Richa...). Below the filters is a tree view of accounts, including 'Santoro Edward Mr (General manager)', 'Procurator Fiscals Office PAISLEY', 'Procurator Fiscals Office ELGIN', and several 'Royal Bank of Scotland' branches in Edinburgh, London, Aberdeen, and Manchester. A right-hand pane shows details for 'hs Roma 3622 Roma Michou Didier Mr', including contact information and a list of activities with dates and descriptions. Below the account list are two tables: 'Produced' and 'Negotiated'. The 'Produced' table shows revenue data for years 2007, 2008, and 2009, with columns for months and quarters. The 'Negotiated' table shows similar data for years 2006, 2007, and 2008.

Year	Total	until ...	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2
2007	13194	13194			4203	4670	4320								4203	8991
2008	2400	2400	2400												2400	0
2009	0	0													0	0

Year	Total	until ...	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2
2006	0	0													0	0
2007	0	0													0	0
2008	0	0													0	0

The Sales Navigator lists all the actual or projected revenues for your accounts



### **Mailing Wizard**

The Mailing Wizard, a vital feature of protel Front Office, features additional marketing selection criteria. It guides you through the entire mailing campaign: from selecting a target group to evaluating the results.

### **Mailing Expert**

For even more support and convenience, turn to protel Mailing Expert, an optional module that integrates seamlessly with your Front Office and Sales systems. Mailing Expert is a process-based tool that guides you through the entire mailing campaign: from selecting a target group to evaluating the results. Direct mailing has never been this simple!

With Mailing Expert, you can carry out your mailings right in protel Front Office. Step by step, the software will walk you through the entire process, from selecting your target group to sending off the finished product. Pick your preferred options from a simple, convenient list with ready-to-use building blocks. In only a few clicks, you can adapt it precisely to your planned marketing campaign. Once the mailings have been sent, you can automatically place an entry in the guest profile text histories of all the contacted guests.

### **Other features**

- Use extensive codes and detailed marketing information to classify your guests more precisely and carefully define the target group for a campaign
- Assign customers to specific sales representatives, who are then responsible for all activities and revenue targets
- Start detailed analyses of your customers' revenues and your sales representatives' activities with a click of your mouse – an ideal tool for controlling sales promotions
- Easily exchange contact data and appointments with Microsoft Outlook over an integrated interface, and transfer e-mails from Outlook to the guest profile text history



## FURTHER EXPANSION MODULES:

### **protel banquet**

protel Banquet helps you perfectly plan and host receptions, banquets and events of all kinds and sizes. With protel Banquet, you can keep track of your long-term occupancy levels and generate schedules and room plans quickly and effortlessly. And this also applies to the whole hotel chain.

### **protel WBE 3.0**

With the protel Web Booking Engine (WBE), protel's online reservation system, you can put the power and convenience of online booking at your guests' fingertips. The Web Booking Engine retrieves pricing and availability information directly from the live protel system installed at your hotel (SPE, HQ or MPE). From no-obligation inquiries to firm reservations, your guests will always see the latest information.

## PROTEL PRODUCT LINES:

### **protel SPE (Single Property Edition)**

The protel Single Property Edition is our exclusive hotel management software for mid-market operators and large individual hotels. Check in, serve and check out your guests with the greatest of ease: protel SPE provides effortless processes and fast, reliable access to all crucial information.

### **protel MPE (Multi Property Edition)**

#### **protel HQ (Headquarter)**

Both software products optimize the managing of information for hotel chains and hotel groups. It's an economically convincing and proven package solution for managing multiple hotels from a central database.

### **protel smart**

For the reservation software protel smart we've tailored our internationally proven premium software solution to the needs of small and mid-market hospitality providers. It's an attractive package with great pricing, ease of use and functionality. It enables you to benefit from many proven features of protel SPE.

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