

MODERN DEMAND GENERATION USING ATTRIBUTE BASED SELLING

PRODUCT NEEDS

- Location
- Convenience
- Functionality
- Experience
- Price
- Reliability

What the customer must have to satisfy their absolute necessities.

CURRENT NECESSITIES

SERVICE NEEDS

- Empathy
- Fairness
- Transparency
- Control
- Options
- Information
- Accessibility

What the customer aspires and is willing to go above budget if perceived value is there.

EMOTIONAL PURCHASES

EMOTIONAL DESIRES/ HUMAN FIRST STRATEGY

- Assistance
- Flexibility
- Consultancy
- Time saving
- Values

How much the customer can spend to get what they need.

BUDGET

HIGHER SPEND WILLINGNESS

- Between 15-25%

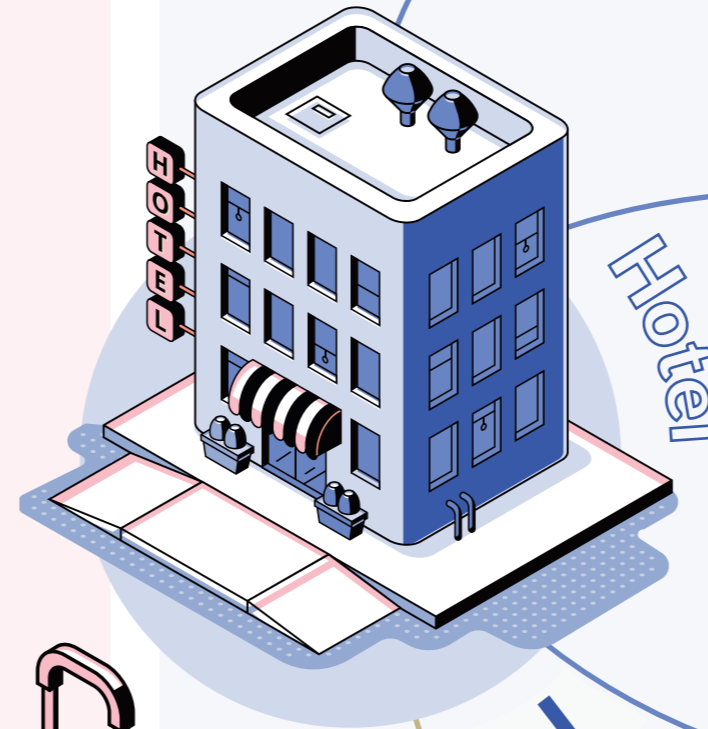
The margin that the customer can increase their budget to fill the gap between what they need and what they desire.

ADDITIONAL SPEND

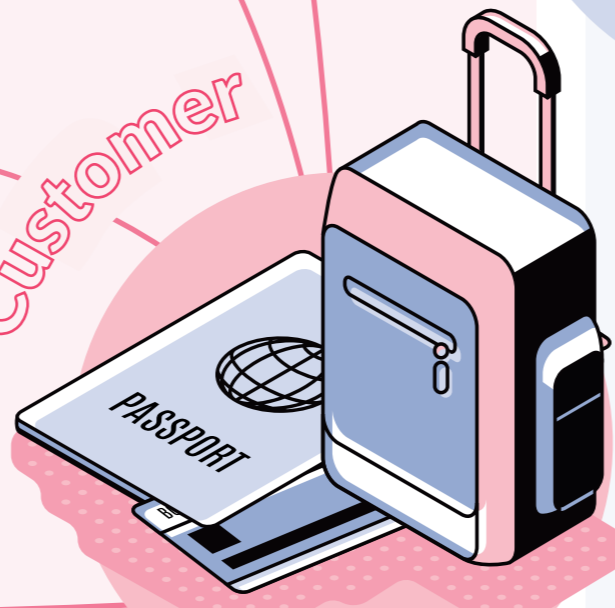
DEMAND GENERATION

ULTIMATE EXPECTATIONS

- Simple booking process
- Personalisation
- Customized offering
- Total guest satisfaction



Hotel



Customer

Customer



AMENITIES

What the hotel can offer over and above the basic offering that can be quantified.

GUEST EXPERIENCE

- Kids Entertainment Packages
- Ultra Fast WiFi
- Late Check-out
- Custom Stocked In Room Fridge
- Child Care Services
- Fitness / Sports
- Executive Level Access
- Meeting Rooms



ROOM TYPES

The sizes, the beds and all other varying levels of rooms available.

FURTHER OPTIONS

- Build your own room.
- Bigger bed type
- Bigger Room (e.g. Suite)
- Room with views
- Balcony
- High Floor
- Extra soft fluffy Pillow
- Free entry to Spa

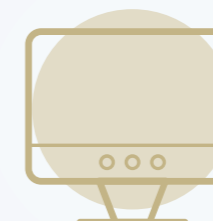


AVAILABLE SERVICES

In-house or outsourced services that can be offered to the customer, relevant to their stay.

ENHANCED SERVICES

- Chauffeur Airport Pick-Up / Drop-Off
- Breakfast & Meals Anytime / Anywhere
- Special Dietary Needs Menus
- Onsite Bicycle / Car Service
- Dry Cleaning
- 24 Hour Room Service
- Repeat Booker / Loyalty Bonus
- In House Babysitting Services



TECHNOLOGY PLATFORMS

IT systems that can manage the services and match them with customer needs and desires.

ARTIFICIAL INTELLIGENCE & OPEN API BASED TECH

- Revenue Management System
- Advance Upselling Tools
- Open Platform PMS / CRS Systems
- Channel Managers

ATTRIBUTE BASED SELLING

ULTIMATE OBJECTIVES

- Human First - Value Strategy
- Increased total revenue
- ADR spectrum
- Trust, positive customer reviews