RepBud

THE LOOKOUT

Prospect Analyser

Size up a lodge or hotel you want to sign: who in your book already features it, who sells its area but not it yet, and who it is up against.

Covers /dashboard/prospect-analyser · for rep, dmc

The steps

01 **Open Prospect Analyser**

In the sidebar, open Prospect Analyser. It is a First Class page, and it reads the operators and agents in your own book.

02 **Say who you are pitching**

Under Who are you pitching?, type the property's name and choose its country. Add a region or town if you know it: the answer is sharper for a place than for a whole country.

03 **Or start from a client**

Choose a client from Or one of your clients to fill the form from a property you already represent, which is useful before a review.

04 **Read the headline**

The first line is the sentence to take into the meeting: how many operators in your book sell the area, and how many already feature the property. If nobody in your book sells the town itself, it says so and widens to the area around it.

05 **Know how warm the list is**

Three counts: operators who sell the area, how many you have been in touch with in the last twelve months, and how many have no contact in your book at all.

06 **Find the reach you bring**

Sell the area, don't feature the property yet is the heart of the pitch: the operators you could put the property in front of, closest relationships first, each with your contact and when you last spoke.

07 See who already sells it

Already feature lists the operators that sell it today, found on their website or in your sales records.

08 Know the competition

Who they're up against names the properties in the same area that your operators feature most often, and marks any that are already your clients. A clash with a property you represent shows at the top.

09 Take it into the pitch

Export for the pitch (Excel) gives you the companies, what they sell, and the contact name and title, without email addresses.

10 Browse by destination

Browse your book by destination lets you tick several countries, and regions within them, to see who sells any of them, those selling the most first.

Next: Share of Shelf and Whitespace

Questions

What is a prospect here?

A lodge or hotel you might sign. Prospect Analyser looks at it through your own book, so you can show its owners the reach you would bring.

Where do the numbers come from?

From the scans of your operators' websites and the sales records in your book. An operator nobody has scanned is not counted, so scanning more of the companies you work with fills the page in.

Why does it say it widened the area?

When no operator in your book sells the town you typed as far as their scans show, the page uses the nearest wider area that they do sell, and says so above the lists.

How is this different from Share of Shelf?

Share of Shelf is for a property you already represent: it counts its shelf against a competitive set. Prospect Analyser is for one you want to sign, and starts from your contacts at the operators who sell its area.

Does the export include email addresses?

No. It carries the company, what they sell, and the contact's name and title.

Does a previous rep's history count as my contact?

No. Last contact and the twelve-month count use only what you logged yourself. Notes loaded from a previous rep's records stay on each contact, labelled as theirs.

Which plan includes it?

First Class and Charter, with Share of Shelf and Looking Forward.