





Account Infiltration Guide

Never assume you have all the business. Use this guide to find new opportunities within the departments of top performing accounts, underperforming accounts and even potential clients. Ask questions to further infiltrate these departments and increase sales.



Departments to Call On

Each account has multiple departments and contacts. To realize an account's full potential, review the list below and create a plan to connect with each one.

 ACCOUNTING	 CORPORATE AFFAIRS	 EXECUTIVE OFFICES	 FINANCE	 LEGAL
 HUMAN RESOURCES	 IT	 ENGINEERING	 OPERATIONS	 LOGISTICS
 PROCUREMENT	 PURCHASING	 RELOCATION	 RESERCH & DEVELOPMENT	 QUALITY ASSURANCE
 SALES	 MARKETING	 CUSTOMER SERVICE	 TRAINING	 TRAVEL





Questions to Ask

- Who is traveling within your organization today?
- Does your organization have a need to use hotel rooms, or meeting space? Do you have any upcoming special projects? Do you host meetings in your office for visitors that travel in from out of town? Do you have customers or suppliers you work with that travel and need hotel accommodations?
- How often do you have hotel needs? How many people are traveling? How long do they typically stay?
- How often do you have meeting space needs? How many people do you host? Do you have food & beverage needs for these meetings?
- Who else would you recommend I speak to within your organization regarding hotel accommodations?



Key Points to Remember

- 1 Look at the big picture, or the entire opportunity. Stay up to date on projects, mergers, acquisitions and any changes in business that could result in further opportunities for your hotel.
- 2 Hotel needs can change. Continue conversations with department contacts on a consistent basis.
- 3 Always ask for referrals. Ask for referrals within the department / organization, vendors they partner with, customers, and other clients they may do business with.