



## October 2013 - Franchisee Monthly Sales & Marketing Call

PRESENTED BY

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# Agenda

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- Welcome
- Updates
  - Marketing with Impact
  - Brand on Demand
  - RFPs
  - Crown Relocation
- Oakwood Developments
  - Global Strategic Planning
- **Maryann Udel – Manager Entertainment**
  - Entertainment Vertical
- Questions?
- Closing

# Updates

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- Marketing with Impact
  - [ExecuStayMarketing@oakwood.com](mailto:ExecuStayMarketing@oakwood.com)
    - General Announcements – Quarterly Client Newsletter
    - Sales Team Update
      - Consulting Vertical
      - Worldwide ERC Global Symposium
- Brand on Demand – reminder
  - Contact your sales manager or owner for information regarding access.
- RFPs
  - See following slides for updated info
- Crown Relocation
  - New roll-out for account

# Our Foundation – Our Strategic Plan

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- Grow sustainable, profitable revenue
  - Profitably grow market share by delivering the right product at the right location which meets the market needs and gets us closer to achieving our profit objectives
- Improve operational effectiveness
  - Deploy programs and processes across the enterprise that deliver efficient and effective Customer service
- Focus on Associates
  - Attract, develop, motivate and retain high-performing, innovative, engaged Oakwood Worldwide Associates who help achieve our business strategies.

# Focus on 5 Principles

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- **Grow**
  - Deliver on profitability targets
  - Strategic inventory sourcing and control
- **Improve**
  - Offer a differentiated, best-in-class Guest experience
  - Ease of doing business
- **Focus**
  - Every Associate is a link in our value chain