

Special Report

SMART Track



Sales Manager Access and Response Time (SMART)

SMART Track calls are a low cost, fast and efficient way to identify and solve Sales Manager availability issues.

The money spent on expensive sales training is a complete waste if customers can't reach sales managers and Sales Managers don't follow up on leads.

QUALITY TRACK callers leave detailed messages when Sales Managers are not available. These messages include:

- ✓ verifiable company names,
- ✓ active telephone numbers,
- ✓ real e-mail addresses.

Unlike other shopping companies who leave unrealistic sounding 800 numbers or artificial Gmail or Hotmail e-mail addresses, QUALITY TRACK provides working local phone numbers and e-mail addresses that are appropriate for the location and company name provided.

If and when Sales Managers follow up with return calls, the date, time and identity of the sales manager is captured to ensure that call-back information is tracked.

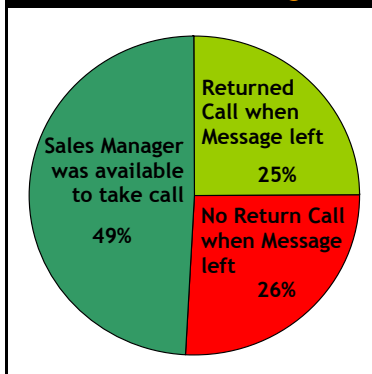
All reporting is delivered online.



Hotel Sales Managers Fail to Respond to Customer Inquiries 25% of the Time

Group sales are a significant source of revenue for most hotels, yet according to a test completed by QUALITY TRACK INTERNATIONAL during the month of September, hotel sales departments failed to respond to initial customer inquiries more than 25% of the time.

Access to Sales Manager



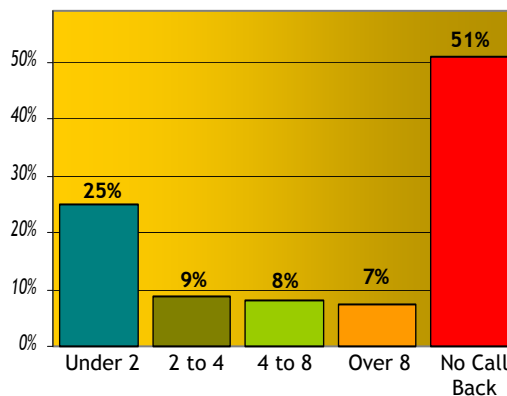
QUALITY TRACK INTERNATIONAL, a leading provider of group sales mystery shopping services exclusively to the hospitality industry, placed in excess of 3,000 test calls to more than 750 on-property sales departments in North America, and tracked the responses.

Results were tracked by brand and tier (deluxe, upscale and midprice.) The leading 25 brands were included in the test.

Surprisingly, little or no difference was found in the performance of Sales Managers across tiers.

Detailed results by brand are available to verified brand representatives

Response Time in Hours When Message Left

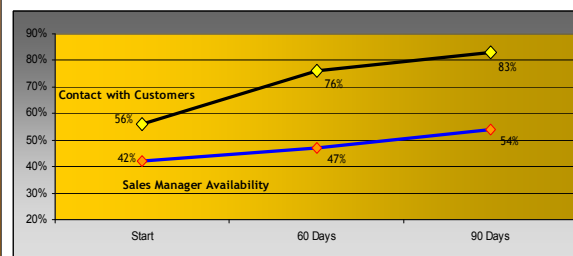


When Sales Managers are not available QUALITY TRACK callers leave detailed messages .

If and when sales managers follow up with return calls, the date, time and identity of the sales manager is captured to ensure that call-back information is tracked.

In this test, 51% of all messages were not returned by anyone at the property.

SMART Track—Proven Results



Profile: Management company with 70 properties

Results: In under 90 days

✓ Sales Manager Availability increased from 42% to 54%

✓ Contact and follow-up with customers increased from 56% to 83%

For information on how to get started with SMART Track Contact:
SMART@QualityTrack.com or call (954) 432-2998