



The Choice Connection Integration Update: **Integrated Group Lead Process Launches May 8 to Provide an Elevated Group Management Experience**

We are excited to share an upcoming enhancement as part of our work to integrate your hotel into Choice sales processes. This will help deliver an elevated level of service when managing your group business. We understand that groups are an important component of your overall success and starting May 8, you can expect a change that will simplify the management of your group RFPs and streamline the delivery of the right Global Sales opportunities for your hotel.

What is changing and how will it benefit my hotel?

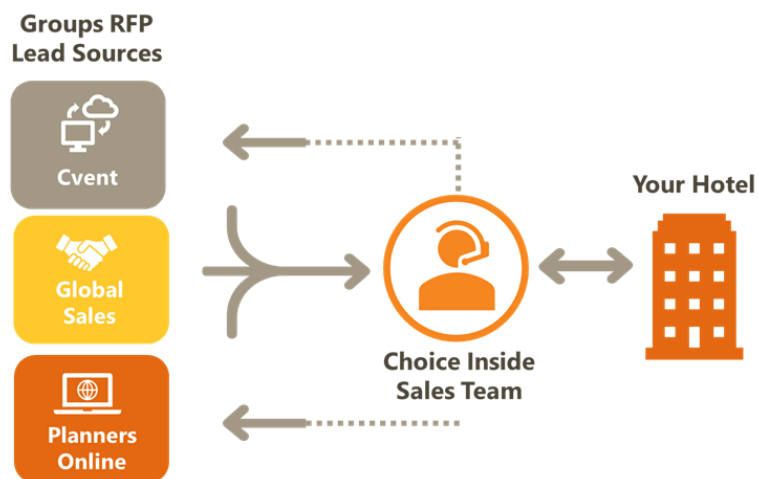
- Starting May 8, all of your hotel's group leads will be sourced by the Choice Inside Sales team.
 - Inside Sales will work as a liaison on your behalf to complete activities such as entering RFP opportunities, facilitating bid responses, and managing negotiations between you and the group planners.
- There are no costs associated with this program and no action is needed to participate. This service will automatically become effective for your hotel starting on May 8.
- Salesforce Communities will no longer be the channel for you to receive group RFPs from Global Sales and Cvent Supplier Network. You will have access to see existing opportunities in

Salesforce Communities until May 8, but new RFPs after that date will not be available in Salesforce Communities.

- If there is beneficial account or lead information in your Salesforce Communities account, we recommend you access that information prior to its retirement on May 8.

How should I respond to group RFPs?


- Inside Sales will source group requests to your hotel from Cvent Supplier Network, the Global Sales Team, and those leads submitted by planners online.
- To review the group details or respond directly to the group request, click on the link provided in the in the group lead request email from sf_insidesales@choicehotels.com.
- If the group lead source is from Cvent, you can review the group lead request in the email from sf_insidesales@choicehotels.com or you can continue to respond within the Cvent Supplier Network.











Questions or need more information?

Look for more information including an overview video and frequently asked questions document which will be sent to you the week of May 1. We will provide you with the resources you need to be prepared for this new process launching on May 8 and how it will simplify your group leads on property.









The Choice Connection is your source for updates on every step of our integration journey. Be sure to check out the archives posted on CONNECT — click on the Choice Hotels + Radisson Hotels Americas quick link.









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