



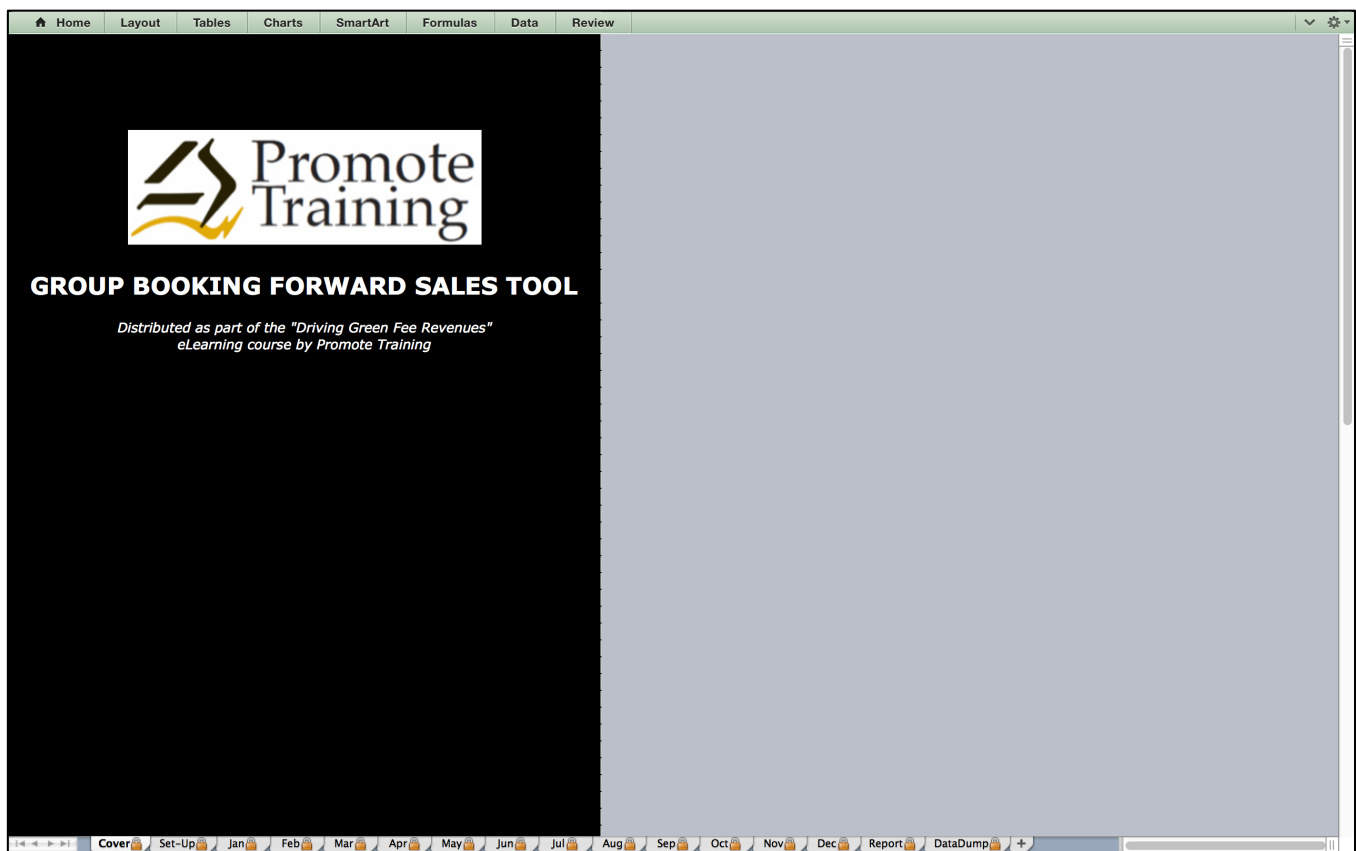
GROUP BOOKING FORWARD SALES TOOL

Set-Up & Operation **Instructions**

Distributed as part of the “Driving Green Fee Revenues” book and elearning course.

Navigation

The Group Booking Forward Sales tool is comprised of 16 sheets navigated by the tabs along the bottom of the programme.



Before starting to use the spreadsheet it must be set-up with the clubs own details. Click on the "Set-Up" tab to start this process.

Set-Up

Club Name

Enter the name of the club.

Course Name

If the club has multiple courses, you can use different group booking spreadsheets for each course. In this instance, you can specify which course this particular spreadsheet refers to. Alternatively, you can leave this blank if you wish to combine all courses group booking activity into one spreadsheet.

Year

Use the drop down menu to select the calendar year for which this spreadsheet refers to. This is a compulsory field – the forward sales report will not function correctly unless you have selected a year in this cell.

VAT

Enter the current VAT rate, if applicable to the club.

Promote Training GROUP BOOKING FORWARD SALES TOOL
Set-Up Sheet

CLUB NAME		COURSE NAME	

YEAR	VAT	LICENSE EXPIRES
		31-Dec-2015

TARGET	Number of Golf Days	Number of Participants	Green Fee Revenue	Catering Revenue	Other Revenue
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					
JUNE					
JULY					
AUGUST					
SEPTEMBER					
OCTOBER					
NOVEMBER					
DECEMBER					
TOTAL	0	0	£0.00	£0.00	£0.00

TARGET table

This is the table in which you enter the clubs target, or budget, by calendar month. The five components required are:

- Number of golf day events
- Total number of participants
- Total group booking related green fee revenue
- Total group booking related catering revenue
- Total group booking related other revenue

The “Other” revenue refers to additional add-on income streams sometimes connected to group bookings such as course planners, welcome packs etc.

All monetary figures entered here should be done so excluding VAT, if VAT is applicable to the club.

The table automatically calculates the totals for the year at the bottom.

TARGET	Number of Golf Days	Number of Participants	Green Fee Revenue	Catering Revenue	Other Revenue
JANUARY					
FEBRUARY					
MARCH					
APRIL					
MAY					
JUNE					
JULY					
AUGUST					
SEPTEMBER					
OCTOBER					
NOVEMBER					
DECEMBER					
TOTAL	0	0	£0.00	£0.00	£0.00

Entering a Group Booking Event

Each group booking is entered into the sheet in which the event is actually taking place. The picture below shows the April sheet – this would be home to all group events taking place in the month of April only.

Bookings do not have to be entered in any date or alphabetical order. Simply start on the top row with the first booking, completing the columns from left to right, then work downwards with additional bookings.

[illegible]

The example below shows one group booking entry.

Date Booking Taken


This is the date the booking was taken. In our example below, we can see this particular April event was booked on 2nd January 2015.

Date of Event

This is the actual date that the event is taking place. As already mentioned, it MUST be a date in the month sheet you're in. Our example shows Wed 15 – which is of the month of April.

Golf Day/Organisers Name

Enter the group name and/or organisers name here – “VSOP Golf Society – Mr Peter Barnes” in our example.


Home	Layout	Tables	Charts	SmartArt	Formulas	Data	Review		
<div><div></div><div><div>GROUP BOOKING FORWARD SALES TOOL</div><div>April 2015</div></div></div>								<div>© Promote Training - Version 1.0</div> <div>29/10/14 13:56</div> <div>DATA AUDIT RESULT - PASS</div>	
Date Booking Taken	Date of Event	Golf Day/Organisers Name	Notes	Sales Stage	Number of Attendees	Total Green Fee Revenue	Total Catering Revenue	Total Other Revenue	TOTAL REVENUE
02/01/15	Wed 15	VSOP Golf Society - Mr Peter Barnes		Pipeline	45	1,350.00	900.00	225.00	2,475.00

Notes

This is a small column to type any short notes you may want to add about this particular booking.

Sales Stage

Use the drop down menu in this column to show at which sales stage the booking is currently residing – pipeline, provisional, confirmed or completed.

Home	Layout	Tables	Charts	SmartArt	Formulas	Data	Review			
<div><div></div><div><div>GROUP BOOKING FORWARD SALES TOOL</div><div>April 2015</div></div></div>								© Promote Training - Version 1.0 29/10/14 13:56 DATA AUDIT RESULT - PASS		
Date Booking Taken	Date of Event	Golf Day/Organisers Name	Notes	Sales Stage	Number of Attendees	Total Green Fee Revenue	Total Catering Revenue	Total Other Revenue	TOTAL REVENUE	
02/01/15	Wed 15	VSOP Golf Society - Mr Peter Barnes		<div>Pipeline</div> <div>✓ Pipeline</div> <div>Provisional</div> <div>Confirmed</div> <div>Completed</div>	45	1,350.00	900.00	225.00	2,475.00	

Number of Attendees

This is the anticipated number of people attending the event.

Total Green Fee Revenue

This is the anticipated total green fee revenue expected from this event, inclusive of VAT if applicable to the club.

Total Catering Revenue


This is the anticipated total catering revenue expected from this event, inclusive of VAT if applicable to the club.

We would strongly recommend using this column only for pre-booked catering spends - the food element that is included in the agreed itinerary and package price. Whilst you could anticipate that many participants of group bookings will spend more money on the actual day of the event, it's almost impossible to predict with any accuracy how much.

Total Other Revenue

This is the anticipated total other revenue expected from this event, inclusive of VAT if applicable to the club.

Our example below shows a pipeline booking for 45 participants expected to generate £1,350 of green fee revenue, £900 of catering revenue and £225 of other revenue.

Home	Layout	Tables	Charts	SmartArt	Formulas	Data	Review		
		GROUP BOOKING FORWARD SALES TOOL April 2015						© Promote Training - Version 1.0 29/10/14 13:56 DATA AUDIT RESULT - PASS	
Date Booking Taken	Date of Event	Golf Day/Organisers Name	Notes	Sales Stage	Number of Attendees	Total Green Fee Revenue	Total Catering Revenue	Total Other Revenue	TOTAL REVENUE
02/01/15	Wed 15	VSOP Golf Society - Mr Peter Barnes		Pipeline	45	1,350.00	900.00	225.00	2,475.00

All group bookings will change as the date of the event draws closer. It's important therefore to keep updating each booking with the latest sales stage, the expected number of participants and the anticipated revenues. If the tool is updated immediately as changes are received, the resultant forward sales report will give a real-time picture of the group booking business.

Auditing the Report

Mistakes can happen, either through simple typing error or oversight. The forward sales tool includes a number of "tests" to highlight some of the potential mistakes.

In each month's sheet, in the top right hand corner, it says "Data Audit Result – Pass". This says that all the bookings within this sheet are correct to the following criteria:

- Each event has a Date of Event within the month's sheet.
- Each event has a Date Booking Taken before the Date of Event.
- Each event has a sales stage selected and anticipated revenues.
- If after the event date the bookings sales stage has been changed to "Completed".

	Total Green Fee Revenue	Total Catering	Total Other Revenue	TOTAL REVENUE
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If any of those criteria are not met the data audit result of the sheet will be marked “Failed” and an explanation as to why given at the bottom.

In our example below, we haven't entered a sales stage. The data audit has been changed to failed and the error message at the bottom reads "Booking exists with no "sales stage" or anticipated revenues".

[illegible]

The forward sales report itself also shows the combined data audit result for all months, again in the top right hand corner. If this is marked as failed, there is an error within one of the month's sheets that needs to be corrected.



GROUP BOOKING FORWARD SALES TOOL
2015 Report

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29/10/14 14:46

DATA AUDIT RESULT - FAILED

FORWARD SALES BY SALES STAGE													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
PIPELINE	No. Events	0	0	0	0	0	0	0	0	0	0	0	0
	No. Participants	0	0	0	0	0	0	0	0	0	0	0	0
	Green Fee	0	0	0	0	0	0	0	0	0	0	0	0
	Catering	0	0	0	0	0	0	0	0	0	0	0	0
	Other	0	0	0	0	0	0	0	0	0	0	0	0
	Total	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	No. Events	0	0	0	0	0	0	0	0	0	0	0	0
	No. Participants	0	0	0	0	0	0	0	0	0	0	0	0

End of Year Data Dump

The forward sales tool compares group bookings against a target (or budget) but also against the group booking performance of the prior year.

The prior year data is made up from the very final report of the year, where all the bookings are marked as completed and all the revenues correspond with the 'money in the till'. At this point (and only when you're certain everything is correct and finalized) go to the far right tab entitled "DataDump". The instructions on how to complete this 'copy and paste' job are shown at the top of the sheet.

[illegible]

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