

LODGING HOSPITALITY

CHAIN LEADERSHIP AWARDS

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DEVELOPMENT: AMERICAS BEST VALUE INN

Vantage Hospitality believes in using a variety of tools to lure new members to its Americas Best Value Inn brand. A particularly innovative one, and one that follows the company's mantra of openness, is Sales Presentation Internet News, or SPIN.



Roger Bloss

SPIN is a weekly (Wednesdays at 1 p.m. EST) webcast hosted by ABVI founder and Vantage President and CEO Roger Bloss that gives prospective members a chance to learn about the group and compare it to other franchise or membership chains. At the events, Bloss presents information about the brand and its advantages, but he also encourages participants to lead the discussion on topics of their choosing.

“SPIN is like taking a test drive without the high-pressure salesman,” says Bloss. “It is a very informal, yet comprehensive way to learn about ABVI’s services, resources, programs and fees. I encourage people to ask me tough questions during the presentation. In fact, I tell them to go ahead and kick the tires, sit in the driver’s seat and see if our affiliation model is right for them.”

Participants are asked to register for the webcast via the brand’s website, but if space permits, anyone – current members, vendors, even competitors – can join the webcast and remain anonymous. Bloss believes the nature of a webcast, which allows spontaneous voice interaction, makes the experience more personal than gathering static information from a website.

The brand launched SPIN last July and says hundreds of prospective members have participated and “a large percentage have either applied and/or converted in the ABVI brand.” And given the international scope of the Internet, SPIN has attracted potential members from outside of the U.S. As a result, several international deals are in the pipeline, including one in Brazil.

