



# NEWMARKET<sup>®</sup> *Delphi Global Sales*

## Releasing Your Power, Speed and Productivity

Newmarket International's Delphi Global Sales Edition™ is today's leading sales force automation solution for regional, national and global organizations serving the hospitality market. Our state-of-the-art tool helps improve customer service and personal productivity, while also enabling sales teams to effectively sell across hotels within any given account.

### SHARE REAL-TIME INFORMATION INSTANTLY AND GLOBALLY

When linked with Delphi Multi Property Edition® and Delphi Single Property Edition™, our global sales solution provides Customer Relationship Management (CRM) at a global level by giving you a single point of access to information across an entire account. This snapshot view of all business and associated activities within each organization is combined with comprehensive enterprise reporting, trending and analysis to help you gain a better understanding of your top accounts. In addition, the process of managing opportunities is greatly streamlined as leads are automatically routed to selected hotels, putting your properties in a better position to effectively cross-sell and up-sell.

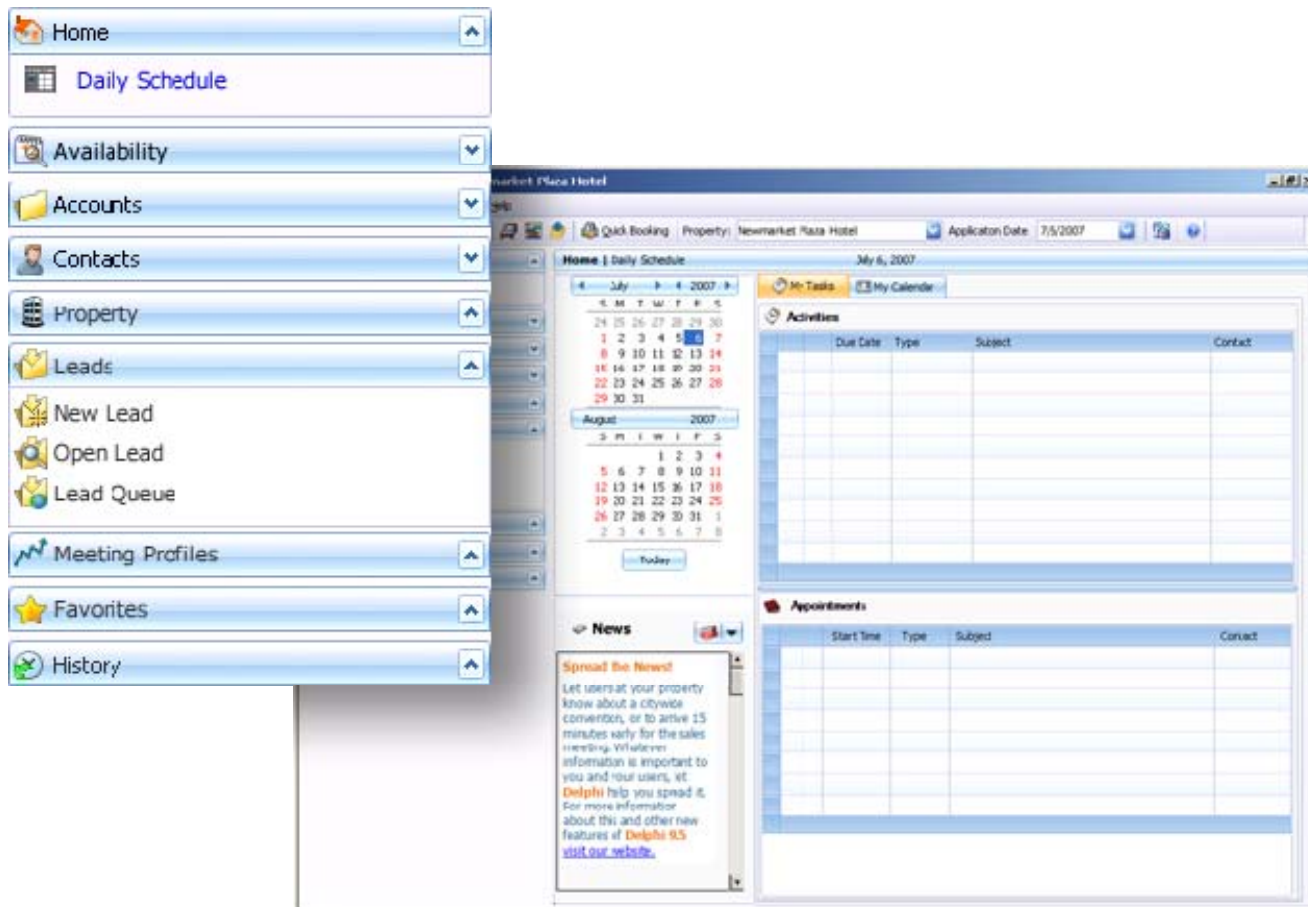
### KEY FEATURES:

- **The Account Manager** shows all past, present and future business in a single window, enabling you to view leads that are in process as well as any booking for a linked hotel within the organization
- **A Guest Rooms Control Log** provides fully updated and accurate transient commitments, minimum acceptable rates, room type availability and citywide information
- **The Lead Manager** provides salespeople with a single point of access for entering guestroom and event information for each lead, including any requests, locations or amenities the group requires, all of which is sent to the hotels receiving the lead
- **The Multi-Property GRC** allows salespeople to view guestroom availability at any linked hotel within the organization to get a concise view of availability at his or her selected hotels
- **Multi-language and multi-currency capabilities** allow you to tailor communications to your customers and also gives your staff the ability to work in the language of their choice – making your business truly international

### INTEGRATION CAPABILITIES

Delphi Global Sales Edition integrates seamlessly with Newmarket's room diagramming, electronic proposal, business intelligence and online channel management applications. From lead management to the winning, closing and servicing of business, Newmarket International provides solutions for handling your group, sales and catering business from beginning to end.

NEWMARKET®  
**Delphi Global Sales**



\* The screenshot above shows the Daily Schedule where you can log-in and view activities, leads and accounts across all your properties.

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