



# Sheraton Baltimore North Hotel Increases Sales by \$45,000 in Two Weeks

**G** Geoff Mason was faced with a daunting task. The Sheraton Baltimore North Hotel had just undergone a multi-million dollar renovation and the pressure was on to more than pay for the upgrades now that the construction had ceased. He was hired as the Director of Marketing to increase room occupancy as well as meeting & exhibit space revenue.



## New Ideas

He worked with Staash Press to generate new ideas, to update his photography and to capture some of his premier events. Staash Press photographed the freshly upgraded hotel suites and bathrooms, the various conference rooms and grand ballroom, and even the private movie theater. With the encouragement of Staash Press, two of the hotel's largest events, "The Around the World Party," a showcase for area businesses and organizations, and "The Women & Bridal Expo" had plenty of event photojournalism coverage.

## A Congruent Message

After the fanfare and the post event sigh, Geoff received his professional photographs on a data CD. His original plan was to take many of these photographs and put them on his web site in the hopes of attracting additional interest in the hotel. Only using this strategy would have limited his ability to connect per-

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**- Geoff Mason  
Director of Marketing**

sonally with each of his customers and prospects. One of the goals of Staash Press is to make sure that each customer has a congruent photographic message. This means that the images on a web site, in marketing materials and for sales tools are in alignment with the customer's vision of their organization.

Geoff was presented with many options for photographic congruency since he wanted creative ways to increase his sales. He selected the highest quality images from his hotel and events and had Staash Press assemble a professionally bound, linen-covered, photography book that he could present to his customers and prospects. He agreed with Staash Press that his photography books would be unique sales tools.

## Dept. of Veterans Affairs Sale

A few days after he had the first photography books in hand, Geoff received a call from a branch of the Department of Veterans Affairs in Texas. They had an immediate need to arrange a meeting in Baltimore the next week, and Geoff had hours to respond. Geoff was informed that his contact was soliciting offers from other hotels and

there wasn't time for a formal proposal. Geoff took action and put one of his professional photography books into an overnight package. When Geoff's prospect received one of his photography books, she was immediately struck by its' high-quality photographs, distinctiveness and the fact that the Sheraton Baltimore North Hotel 'put this together just for her.'

### Staash Press Guidance

She was so impressed with the book and how it represented the hotel and the conference and meeting rooms, that she made the decision to use the Sheraton Baltimore North Hotel for her meeting and event without ever having seen the space! This was a \$10,000 sale for Geoff and it more than paid for his initial investment in his photography and books from Staash Press. Geoff said, "Without the creative guidance of Staash Press and their professional photography books, I would have never gotten the sale with the Department of Veterans Affairs."

### Southwest Airlines Sale

The next week, Geoff showed the photography books to Southwest Airlines. Since they fly out of BWI (Baltimore Washington International) Airport, Southwest Airlines needed to book six training sessions at the hotel over a one-year period for their Customer Service School. However, when Geoff's contact arrived for the meeting, she was on crutches and couldn't walk the property!

Geoff pulled out one of his photography books and they sat down at the hotel's restaurant. She was so awed with the photographic presentation that she made notes all over the book. Geoff said, "Having the professional photography book highlighted the Sheraton Baltimore North's conference and meeting space in the most attractive way. It became my client's personal journal whereby she was free to make notes all over the pages. Try doing that with just a web site."

After the meeting, she flew back to her corporate office in Phoenix with her new companion, her 'marked-up' professional photogra-



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phy book! Remember, she had only seen the hotel through the professional photography book. The book so impressed her boss and the other decision-makers at Southwest Airlines due to the high-quality images and presentation that it eliminated their initial requirement for a second site visit. The photography book saved money for Southwest Airlines, and it was instrumental in this \$35,000 sale for the Sheraton Baltimore North!

### Additional Books Ordered

Since the Sheraton Baltimore North Hotel increased sales by \$45,000 in two weeks with the Staash Press Professional Photography Books, it was obvious to Geoff that he had to order more books for the sales staff and the catering department. The books are sure to secure additional sales and will help pay for the recent renovation.

When you are ready to work with Staash Press please contact Mark Sincevich at 301-654-3010, [info@staashpress.com](mailto:info@staashpress.com) or [www.staashpress.com](http://www.staashpress.com). You will be rewarded with a more congruent photographic message and tangible ways to increase your sales.



**The actual professional photography books with a creative cover of Sheraton Hotel pens (above). Staash Press makes sure that each customer has a congruent photographic message that is in alignment with the customer's vision of their organization.**