

## **What is a Group Referral?**

Everyone Sells Group Referral is Wyndham's referral reward program, which makes it easier than ever to earn money by sending business to other hotels in the Wyndham Family! By sending prospective events, hotel stays, and other group business through Group Referrals, you can put extra cash in your pocket.

## **What is a lead?**

A lead could be all sorts of different types of prospective group business. A friend's getting married, a conference looking to book a hotel, or even a class reunion are all types of leads.

## **What Types of Leads are Eligible?**

The rules are simple – your hotel stay or event referral must meet one of the following criteria: A minimum of 10 rooms for at least one night of the group's stay OR An event with a minimum of 10 attendees. It may not be for an existing [GLOBAL ACCOUNT](#).

## **I work at a franchised hotel - Am I eligible for the program?**

Most likely – yes! All full-time employees at a franchised hotel are eligible – with a few exceptions.

## **Can I refer business to my own hotel?**

Associates can refer business to their own hotel, as long as their job responsibilities are not sales focused. Front Desk? Engineering? Housekeeping? – Send in those leads!

While Sales Managers, Directors of Sales and Marketing, and any other sales related associates aren't eligible to refer business to their own property, they can earn money by referring eligible business to any other participating WHR property.

## **How do I know what properties are available in the lead's city/area?**

With over 9,000 properties worldwide, we know it can be daunting to find the perfect fit! The Group Referrals portal allows you to search by city and property when looking at our hotels. If you have specific questions about a hotel, you can go through the brand website at [www.WyndhamHotels.com](http://www.WyndhamHotels.com). With so many properties under our umbrella, we know you'll find what you need for your referral!

## **What brands are eligible for the referral program?**

ALL current WHR brands are eligible for your group referrals.

## **What information do I need to submit a Group Referral?**

In order to refer a lead, you will need the following information about the piece of business.

- Contact name (who will be receiving the quote?)
- Contact information (email, phone number, address, etc.)
- Dates of stay/event
- Room rental requirements (if any)
- Event requirements (if any)
- Property (or properties) to receive the referral

If you are referring a lead on behalf of someone else, make sure you get their permission to do the following:

- Submit the lead
- Give us their contact information

- Hear from a hotel sales team member

### **How do I submit a Group Referral?**

Submitting a Group Referral is EASY!

1. Make sure your lead fits the outlined criteria.
2. Go to [www.everyonesells.com](http://www.everyonesells.com)
3. Click SUBMIT REFERRAL
4. Tell us about yourself and the lead that you are sending!
5. Press submit! You will hear from us during the lead process.
6. Take a break and relax!

### **How do I know my referral has been sent?**

Once you hit the submission button, you will arrive at a THANK YOU page confirming your lead has been sent. It may take a few days for the hotel to receive your lead, but we'll make sure it gets there!

### **How will I know the status of my referral?**

We will send you notes to make sure you are kept in the loop throughout the process! When exactly is that?

- If your lead was turned down – either by the client or the hotel
- If your lead turns definite – they booked.
- If your lead cancels their contract.
- If your lead has actualized.
- If your lead actualized, but did not fit the program criteria – no incentive will be paid

### **When do I receive my incentive?**

Now for the best part – money! Your referral will be paid out after the lead has been actualized and to receive payout, we must ensure each lead meets the listed criteria. Please read the Terms & Conditions for more information.

### **How will I receive payment for my referral?**

All payments for the program should be paid by your local payroll. If you have concerns about your Group Referral payment, follow your current process for payroll questions.

[Global Account List](#) – All Accounts Listed Here are not eligible for payout.

### **QUESTIONS? COMMENTS? CONCERNS?**

We would love to hear from you – contact us at [EVERYONESELLS@WYNDHAM.COM](mailto:EVERYONESELLS@WYNDHAM.COM)

[www.EveryoneSells.com](http://www.EveryoneSells.com)

**Send a group to any of our 9,000+ HOTELS and you could earn up to  
6% of the total booking!**