

# The Scoresheet: Which Meeting Rooms Should Sell Themselves?

- 1 List your spaces.** One function room per row.
- 2 Score each column 1, 2 or 3** using the guide below.
- 3 Add the four scores** across the row for a total.
- 4 Match the total to a band** and write the verdict.

## The Four Questions

### Earns

What an average booking brings in

- 1** A few hundred dollars, mostly room rental
- 2** Mid four figures, some catering attached
- 3** Five figures, or it anchors a multi-day program

### Setup

How much the room changes

- 1** Same setup nearly every time, minutes to reset
- 2** Two or three standard configurations
- 3** Custom builds, staging, AV, an hour or more

### Attach

Revenue that needs a person

- 1** The rate is basically the revenue
- 2** Predictable add-ons, pickable from a list
- 3** Catering, AV and upsell get built by a person

### Displaces

What else those hours held

- 1** Nothing else competes for them
- 2** Occasionally competes with larger business
- 3** Part of your ballroom, or your biggest events need it

## A Filled-In Example: Six Spaces at a 180-Room Hotel

| FUNCTION SPACE           | EA | SE | AT | DI | TOT       | VERDICT       |
|--------------------------|----|----|----|----|-----------|---------------|
| Boardroom A, 10 seats    | 1  | 1  | 1  | 1  | <b>4</b>  | Sells itself  |
| Boardroom B, 14 seats    | 1  | 1  | 1  | 2  | <b>5</b>  | Sells itself  |
| Studio, 30 seats, hourly | 1  | 2  | 1  | 1  | <b>5</b>  | Sells itself  |
| Cedar Room, 60 seats     | 2  | 2  | 2  | 2  | <b>8</b>  | Request first |
| Ballroom, section A      | 2  | 3  | 3  | 3  | <b>11</b> | Sellers only  |
| Ballroom, full           | 3  | 3  | 3  | 3  | <b>12</b> | Sellers only  |

**How to read it.** Three rooms out of six now sell without a person, and those three generate most of the inquiry volume. The two ballroom configurations carry nearly all the revenue and never leave the sales team. Re-score every quarter: a room that is request-only in February goes instantly bookable in August.

## What the Total Means

### 4–6 Sells itself

Live availability, published rate, paid at checkout. Confirms with nobody touching it.

### 7–9 Request first

Guest sees availability and requests. Details arrive captured, your team confirms.

### 10–12 Sellers only

Never published as live inventory. These rooms stay with your sales team.

**Four rules before you publish anything.** If fit is a judgment call it is not a 4 to 6, move it to the request band. If the room needs turnover time, sell fixed windows with the buffer built into the gap. If your ballroom is combinable, what you publish must read the same availability rules your team reads. Restricted spaces stay off the published list.

## Your Spaces

| FUNCTION SPACE | EARN\$                                                                  | SETUP                                                                      | ATTACH                                                               | DISPLACES                                                          | TOTAL        | VERDICT            |
|----------------|-------------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------|--------------|--------------------|
| Name the room  | 1 A few hundred dollars<br>2 Mid four figures<br>3 Five figures or more | 1 Same setup every time<br>2 Two or three layouts<br>3 Custom build, 1 hr+ | 1 Rate is the revenue<br>2 Add-ons off a list<br>3 Built by a person | 1 Nothing competes<br>2 Sometimes competes<br>3 Big events need it | Add the four | From the key below |
| 01             |                                                                         |                                                                            |                                                                      |                                                                    |              |                    |
| 02             |                                                                         |                                                                            |                                                                      |                                                                    |              |                    |
| 03             |                                                                         |                                                                            |                                                                      |                                                                    |              |                    |
| 04             |                                                                         |                                                                            |                                                                      |                                                                    |              |                    |
| 05             |                                                                         |                                                                            |                                                                      |                                                                    |              |                    |
| 06             |                                                                         |                                                                            |                                                                      |                                                                    |              |                    |
| 07             |                                                                         |                                                                            |                                                                      |                                                                    |              |                    |
| 08             |                                                                         |                                                                            |                                                                      |                                                                    |              |                    |
| 09             |                                                                         |                                                                            |                                                                      |                                                                    |              |                    |
| 10             |                                                                         |                                                                            |                                                                      |                                                                    |              |                    |

4–6

**Sells itself**

Live availability, published rate, paid at checkout.

7–9

**Request first**

Guest requests, your team confirms.

10–12

**Sellers only**

Never published as live inventory.

● NEXT STEP

## Check out Event Temple Booking Engine

Bring your filled-in sheet.

If your scores suggest some rooms could sell themselves, it is worth exploring whether an advanced booking engine would be beneficial at your property.

SCAN TO EXPLORE



eventtemple.com/booking-engine

