



## VIP Guest List

### ROAD WARRIORS/BUSINESS TRAVELERS

*This group tends to include your sales force, field service reps, account service teams, etc.*

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#### **Dining profile:**

These diners spend a good portion of time away from their desks, out in their territories. As sales reps and those who support accounts once the deal has closed, they do a lot of client entertaining, and may bring food with them when dropping in for customer site visits. They attend conferences, training seminars, and special events. They frequently expense breakfast, lunch, and dinner, both for themselves and their customers.

#### **How Dinova helps them:**

In addition to helping offset the costs of their travel for the company, Dinova search tools help them know that restaurants in the network are company-sanctioned/are the preferred option when there's a choice.

#### **Anything else?**

Because this group is immersed in frequent flyer and other loyalty programs, getting these diners enrolled in myDinova rewards, if your company is participating, will serve as additional incentive for them to seek out Dinova restaurants.