

## CASE STUDY

# Shift Share From The Competition



Thanks to the [Knowland solution](#) we can find qualified prospect accounts and tailor our messaging to planners in order to win more share and optimise our revenue potential. The verified information the platform provides helped us to shift an account from a competitor hotel with a series of bookings for the coming 12 months, which is a great ROI.

-ESTHER MARIJUAN, DIRECTOR OF SALES & EVENTS

## The Challenge

There is intense competition at Heathrow due to the increase in supply of comparable hotels in the area. Esther Marijuan, Director of Sales and Marketing, joined the hotel when they first subscribed to Knowland. Even with around 70% of their meetings and events enquiries coming from inbound RFPs and repeat bookings, they have found that having a proactive sales approach is the key to achieving revenue targets and developing existing and new client relationships.

### PROPERTY PROFILE

This 350-rooms upper upscale hotel, part of one of the biggest international chains, located at London Heathrow Airport is the ideal choice for conferences, meetings and events. The property features 1,686m<sup>2</sup> (18,147 square feet) of total meeting space with 17 meeting rooms and a maximum capacity of 600 guests.

## The Strategy

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Even though RFPs are abundant, the hotel cannot rely solely on incoming requests and risk losing out on more lucrative opportunities that they might not even be aware of. To build their sales pipeline, the team checks the [Knowland solution](#) for meetings and events that have taken place in their market and proactively use the intelligence about the booking behaviour of a company, when reaching out to new prospects.

Esther's sales team also utilises the information to prioritise inbound RFPs. Amanda Theys, Sales Specialist searches within Knowland to identify past booking patterns and to quickly understand which accounts offer more business potential than just an initial request might suggest. They successfully found accounts which tend to rotate their choice of venues, and therefore are likely to be open to try a new hotel like theirs. This information enables the sales team to optimise their revenue strategy by focusing on prospects that represent the best potential and accelerate their sales cycle.



## The Results

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Knowland is not only helping the team focus on accounts that are the best fit for their hotel, but also in shifting share. Esther and her team have successfully shifted market share from a competitor and subsequently booked recurring meetings for 2019 into 2020 for one of the new accounts they attracted.

They reached out to another client and not only persuaded them to consider their hotel for an upcoming event, but have since already had repeat bookings from them.

The Knowland solution has boosted Amanda's confidence and fundamentally changed how she approaches prospective accounts. When she picks up the phone after she has qualified an account in Knowland, she is well-prepared to tailor her messaging, which leads to a more relevant conversation.

When Esther is presenting to her leadership team, she is knowledgeable about what is happening in her market and she is able to use verified information to support her commercial decisions. Esther and her team have the Knowland Advantage!