KNOWLAND

Swissôtel Al Ghurair: Develop Your Strategic Sales Pipeline

> " As a reliable source of historical meetings and events data, Knowland is a critical building block for developing our strategic sales pipeline. It has enabled our sales team to shift share away from competitors by analysing the past booking behaviour patterns of prospect accounts.
>
> –FLORAIDA ANIVES, ASSISTANT MANAGER - GROUPS & EVENTS

The Challenge

The sales team at the Swissotel Al Ghurair did not have good visibility into accounts which booked events at hotels similar to their property. Also, the commercial leadership wanted to ensure that the information was accurate, consistent and available in a format that helps them realise their goal of reducing the time the team spends on researching past event information, and help them accelerate their sales cycle.

PROPERTY PROFILE

The Swissôtel Al Ghurair a 428-room luxury five-star hotel, is an upper upscale property catering to both business and leisure clientele, located in Deira in the heart of Dubai within easy reach of all major tourist landmarks and leisure destinations. The hotel has 807m² (8,686 square feet) of total meeting space and eight meeting rooms. Its largest meeting room is 164m² (1,765 square feet) with a maximum capacity of 150 guests.

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The Strategy

Floraida Anives, the Assistant Manager for Groups & Events, searches in the Knowland solution for accounts that are a good match and sends these hot prospects to the sales team. Her colleagues then develop action plans to contact the targeted accounts, further qualify them and learn more about their viability. By looking at past booking patterns, they realised that certain event planners/companies are often open to a new location.

In particular, they focus on searching Knowland to find accounts that have multiple meetings and events every year in the Dubai market. Thanks to the Knowland-verified database of actualised events, they have found potential accounts, reached out, developed relationships and won new customers.

Knowland also allows them to pursue their most likely prospects while optimising their revenue potential. Every week, the team gathers to discuss action plans, and share their progress. These leads evolve into their sales pipeline.

The Results

Recently after a search in Knowland, they identified a healthcare account, which turned out to be one with large business potential in the United Arab Emirates. They have successfully shifted bookings since from this account over to Swissôtel Al Ghurair. They were able to engage with the planner with such confidence and relevance that they have even managed to secure a personal event from the client.

Knowland helps the team at Swissotel Al Ghurair to validate market trends and justify why they may have lost business, and to which competitor. It gives them vital information to develop efficient sales strategies both to enhance relationships with existing clients and to build rapport with prospect accounts.

Floraida trusts Knowland to help her know her existing and potential buyers, and win more share in Dubai's competitive MICE marketplace. Now that's the Knowland Advantage!

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