



The Knowland Buzz

VOLUME 1

Hotel Group Sales: Journey To Selling Smarter

Here at Knowland, we believe there is a better way to sell group business. In this Knowland Buzz, we turned to our latest webcast called “**Proven Strategies for Winning More Group Business**” where we asked over 100 participants three polling questions. Below are the compelling results.

QUESTION 1

Do you have a hotel(s) or are at a hotel that is behind pace on meeting group annual goal?

Yes	75%
No	20%
Not Sure	5%

QUESTION 2

Are you having success with proactive selling with the way you currently do it?

Yes, my approach is killing it	8%
No, I could use some help	92%

QUESTION 3

Could you benefit from additional resources, including proactive sales training, to make you and your team more successful?

Absolutely	100%
Nope	0%

WHAT WE LEARNED



Hotels need more support to meet their group targets. Many are struggling to find new ways to approach group sales because the way they've been doing proactive selling is not yielding the right results. This struggle only gets compounded as new hotels come online, adding to the already competitive market.

At Knowland, we empower our customers to sell smarter. Our insights into account and event history expose group booking patterns giving our customers an advantage when proactively selling group business. This leads to better conversations and faster, more fruitful results.

[Learn more.](#)

We believe that there is a better way to sell group business. Our suite of hospitality solutions harnesses the power of data and analytics to help our customers know their buyers and win in the group and meetings marketplace. With the industry's largest historical database of actualized events, we deliver insights that win more share, optimize revenue strategies, and accelerate sales cycles. *That's the Knowland Advantage.*

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knowland.com

202.312.5880

info@knowland.com