

## CASE STUDY

# Expand Your Account Base



Knowland is our trusted source for finding past meetings and events in our market and competing European airport destinations. Knowland provides valuable insight into our clients' or prospects' buying behaviour which then allows us to focus our sales efforts on opportunities that can yield better results.

—CRISTINA DOBRIN, M&E SALES MANAGER, LONDON

## The Challenge

London Heathrow is a challenging market because new hotels regularly open in close proximity to each other and renovations to existing hotels mean that competition remains fierce. The MICE sales team at this recently renovated hotel is therefore always having to prospect for new business to shift market share and expand its existing account base.

## PROPERTY PROFILE

Newly renovated and offering great transport links to London, this 393-room London Heathrow hotel features every amenity to meet the needs of today's busy traveler. The hotel features 1686 m<sup>2</sup> (9,633 square feet) of total meeting space with 18 function rooms. Its largest meeting room is 412 m<sup>2</sup> (4,433 square feet) with a maximum capacity of 480 guests.

## The Strategy

Cristina Dobrin, M&E Sales Manager is the Knowland champion in the team and relies on Advanced Searches and Custom Reports such as the Most Active Top 50 Report to identify the best performing accounts in her market and prioritise the optimal new prospects to pursue. By looking at a company's previous hotel choices, loyalty and analysing their past booking patterns, her team can identify which ones might be open to a new location.

Using *Knowland-verified* historical event data, she and her sales coordinators formulate a plan of action and build a sales pipeline of potential prospects. In addition to perfecting account development plans for existing clients to have more fruitful interactions with them, Cristina's team uses the **Knowland solution** to do their homework ahead of any cold call or customer outreach, and in order to tailor their sales pitches. This allows them to accelerate their sales cycles.



## The Results

Recently from a search in the **Knowland** solution the team identified an account that usually held their events at major airport hotels in Europe and moved around certain prominent competitor cities. Even though this client had not yet held an event in London, thanks to the Knowland-verified data the team was able to initiate a conversation and get on the radar of this account for a future meeting.

Cristina has also utilised **Knowland** to identify which accounts have moved up the scale over the years, and cultivates relationships with them even if her hotel currently does not fit their profile. These accounts are flagged and nurtured and become part of her longer-term sales pipeline and can also be contacted when her hotel is running promotions that would place the property within their consideration set.

**Knowland** is the right tool for Cristina's needs. With it, she can confidently engage her accounts and show her leadership team she is on top of developments in her competitive set of hotels. She knows what has happened and what is likely to happen in her market and identify event and segmentation trends for her strategic planning. Cristina and her colleagues have the Knowland Advantage!