



# The Knowland Buzz

VOLUME 2

## Hotel Group Sales: Journey To Selling Smarter

At Knowland, we believe there is a better way to sell group business. In this Knowland Buzz, we turned to our latest webcast, “Changing Conditions—How to Get Aggressive with New Competitors” where we asked over 200 participants four questions. Below are the compelling results.

### QUESTION 1

How often do you get an inbound RFP with your city listed, as well as a few other cities?

<b>Almost Always 57%</b>	Sometimes	<b>37%</b>
Rarely	<b>4%</b>	

### QUESTION 2

Do you believe that the new hotels in your market are stealing share—either on Group or Transient?

<b>Yes 95%</b>	No	<b>5%</b>
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### QUESTION 3

How much group business, on average, do you close from inbound sources?

Less than 15%	<b>8%</b>	16–25%	<b>26%</b>
<b>26–50%</b>	<b>40%</b>	More than 50%	<b>28%</b>

### QUESTION 4

How much commission, on average, are you paying for your third-party inbound lead sources that you book?

<b>Less than 10%</b>	<b>75%</b>	11–15%	<b>19%</b>
16–20%	<b>3%</b>	21–25%	<b>3%</b>

### WHAT WE LEARNED



Inbound RFPs are listing multiple cities more and more frequently. This is why it is so important for sales people to be able to understand the buying behavior of groups before they respond to these inbound RFPs. Without this level of group knowledge, salespeople often default to rates, dates, and availability which is leading to the commoditization of group business.

This is high-risk approach to selling group is preventing hotels from taking a hard look at the new entrants in the market stealing their recurring business, not to mention the profit hit they take with commissions. We recommend shifting the primary source of business to proactive selling; using inbound leads as the filler, not the main source. This strategy returns control of pipeline development, revenue and profits to the hotel, where it rightfully belongs.

## KNOWLAND

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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.*