

A Better Way to Sell Group Business

The way your hotels sell group business today could be holding you back from your true earning potential. The only way to take control of your revenue and maximize profits for your hotel is by proactively selling group. At Knowland, we believe this is a better way to sell group business and it's giving our customers the Knowland Advantage.

Old Way to Sell Group

- ✗ Expecting to hit your group target solely off of inbound RFPs
- ✗ Thinking calling into lost or turndown business as a proactive sales strategy is a good idea
- ✗ Not making proactive outbound selling a priority
- ✗ Only calling prospects once a quarter in a call blitz
- ✗ Speaking to a planner and listing off the benefits of your property
- ✗ Cold calling on a hope and a prayer
- ✗ Prioritizing group sales pipeline based on date inbound RFP was received
- ✗ Tracking your activity in a spreadsheet or sticky notes

New Way to Sell Group

- ✓ Hitting your revenue and profit targets with a Proactive Group Sales Strategy
- ✓ Thinking deploying your best salespeople against the toughest group segment is a good idea
- ✓ Dedicating and protecting time each day for proactive selling
- ✓ Regularly sourcing the "hidden gem" accounts that you would never have found that are ideal fits for your property
- ✓ Connecting with planners before their RFP process begins
- ✓ Warm calling well-qualified prospects with a relevant message and a proven cadence to get results
- ✓ Prioritizing group sales pipeline based on likelihood to book with your property
- ✓ Tracking your sales pipeline through your sales and catering workflow

We believe 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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