



The Knowland Buzz

VOLUME 3

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, "Transactional or Collaborative—What do Planners Want From a Hotel Sales Call?" where we asked over 200 participants three questions. The results paint an interesting picture about how the industry treats a direct sale and how reliable inbound leads are.



QUESTION 1

If a planner calls you directly, how often are you proactively working with them to try to secure their business?

Almost Always	85%
Sometimes	2%
Not Often	13%

QUESTION 2

Have you ever pitched a site visit to a planner even if you don't have an RFP in hand from them?

All the Time	78%
Not a Lot	5%
Not Often	17%

QUESTION 3

What percentage of inbound RFPs are you converting?

1-5%	17%
6-10%	44%
11-15%	22%
15+%	17%

WHAT WE LEARNED

It seems we are still leading with our hospitality mantra with 78% of the respondents rolling out the red carpet when a planner comes to them. But it is a bit troubling that 13% of the respondents admitted they don't often collaborate with the planner when the opportunity walks through the metaphorical door.

It would seem hospitality and collaboration are even more important given 61% of respondents are converting a mere 10% or less of their inbound RFP leads. With those conversion numbers, changing focus to look at how your teams can be more focused on getting ahead of the RFP and partnering with planners should be the top priority.

Inbound leads are a reality. But can they be depended on when you really need them? Shifting focus to collaborating with meeting planners before their business even becomes an RFP is where real sustainability lies. Developing a sales strategy that leads with proactive selling is how you gain control of pipeline development, build a stronger base of repeatable group business, and optimize profitability.

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At Knowland, we are changing how group business is sold. We empower our hospitality customers to create sustainable, repeatable, direct group business. With the industry's largest database of actualized events, we harness the power of actionable intelligence so our customers gain control of pipeline development, build a stronger base of repeatable group business and optimize profitability. **That's the Knowland Advantage.**