



The Knowland Buzz

VOLUME 4

Hotel Group Sales: Journey To Selling Smarter

At Knowland, we are changing how group business is sold. We empower our hospitality customers to create sustainable, repeatable, direct group business. In our latest webcast, “Group Sales Source-of-Business Survey Results,” we asked 150 attendees the following four questions. The results are quite interesting.

QUESTION 1

Are you/your property on pace to hit your year-end group sales goals?

Yes, we are on pace	38%
No, we are not on pace	57%
Yes, we are actually pacing ahead	5%

QUESTION 2

How do you prioritize inbound leads?

Based on date received	27%
Based on our need periods	16%
Propensity to book with our hotel	12%
Respond to all, no prioritization	45%

QUESTION 3

How good, on average, is your Group Sales Team at prospecting?

Killing it	17%	Average	61%
Rusty	22%		

QUESTION 4

What do you pay commission on for group business?

All billable items	5%
Guest rooms and food & beverage	4%
Guest rooms and meeting room rental	5%
Guest rooms only	86%

WHAT WE LEARNED



With 57% of respondents not on pace to hit their year-end group sales goals this late in the year, it will be difficult to make up the revenue in the last quarter. Knowland research has validated that over-reliance on inbound is a significant contributor to slow pace.

Now is a great time to invest in proactive sales training to take those prospecting skills from rusty and average (83%) to killing it. Leveraging the rich account history data within the Knowland solution, sales teams can deploy a Proactive Group Sales Strategy and begin to get back on pace.

Nearly half (45%) of the respondents indicated that they do not prioritize inbound leads at all. These hotels have fallen victim to the commoditization game of rates, dates, & space. We recommend you stop playing by someone else’s rules and start playing to win.

Shifting your source of group business from inbound to proactive allows you to build your group sales pipeline from business you are likely to book based on the account’s past behavior and fit for your property, putting you in control of your revenue and profit potential.

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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.**