



The Knowland Buzz

VOLUME 5

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, "Think Like A Revenue Manager to Transform Your Group Business for Profitability," we asked over 100 attendees the following three questions. The results are quite interesting.

QUESTION 1

If you are a sales manager/DoS/M, would you describe the Revenue Manager as a partner to you?

Yes	especially when I can justify the business I'm proposing	87%
No	they often question the Group business I'm proposing	5%
N/A	I do not interact with Revenue Managers	8%

QUESTION 2

Is cost of acquisition a regular part of your strategy conversations?

Always		21%
Sometimes		51%
Never		28%

QUESTION 3

Is the STR Comp Set the main focus when it comes to considering who your property's competition is for Group business?

Yes	it's my go-to	24%
Somewhat	I sometimes look beyond it	44%
Not Exclusively	I actively explore outside our comp sets	32%

WHAT WE LEARNED

87% of responders view the Revenue Manager as a partner to sales, especially when sales can justify the group business they are proposing. Instead of focusing on a single booking, Sales Managers should "think like a Revenue Manager" to optimize revenue and look at the full book of business potential of an account.

We would like to see more than 21% of responders saying that cost of acquisition is a part of strategy conversations. The more sales can "think like a Revenue Manager" by sourcing group business directly, without third-party intermediary costs, the greater the impact will be on revenue and profitability.

32% of responders actively explore markets outside their STR comp sets. This group has a leg up because they are not fishing in the same pond. Leveraging event data from multiple markets. Sales Managers can widen their nets and edge out the competition.



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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.**