



The Knowland Buzz

VOLUME 6

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, "How to Create a Hunter Sales Team and Hit Your 2020 Group Targets," we asked over 250 attendees the following questions.

QUESTION 1

Which type of group salesperson is most present in your hotel(s)?

Farmer	36%
Order-Taker	34%
Hunter	30%

QUESTION 2

What is your top barrier to grooming more Hunters in your sales organization?

Organizational metrics too focused on RFP response rates	44%
Inadequate proactive, Hunter-style training	42%
Don't know how to source business for Hunters to go after	14%

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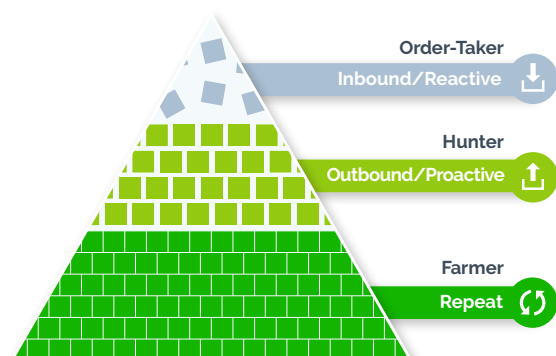
At Knowland, we are changing how group business is sold. We empower our hospitality customers to create sustainable, repeatable, direct group business. With the industry's largest database of actualized events, we harness the power of actionable intelligence so our customers gain control of pipeline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

WHAT WE LEARNED



We see a big correlation between the 44% stating that organizational metrics are too focused on RFP response rates and the 34% stating the Order-Taker is their most prevalent type of salesperson in their hotel. As the saying goes, you can expect what you inspect. If the group business success metric is on response speed, you are going to cultivate a sales team of mere Order-Takers and not going to be positioned well to hit 2020 targets.

Many management companies are making the change. Some are putting their Order-Takers on responding to RFPs and shifting their focus to their Hunter salespeople to proactively book new business. Leveraging your Hunter salespeople to focus on a proactive group sales strategy gives your hotel control over your profitability and success. They can better control for cost of acquisition and build a greater primer for repeat business.



Optimal Hotel GROUP BUSINESS SOURCES