



The Knowland Buzz

VOLUME 7

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 Drive Organizational Change to Deliver Greater Profitability**" we asked our attendees the following question and here are the compelling results.

What is the top reason why you think selling group *directly* to optimize profitability is not standard in hospitality?

Too much above-property focus on RFP response rate **47%**

Group salespeople are not trained well to proactively sell **35%**

Uncertain of KPIs to measure for proactive selling **12%**

We've never needed to, we're well-fed off of RFPs **6%**

WHAT WE LEARNED



In another survey on The Knowland Buzz [Volume 6](#), we asked, "What is your top barrier to grooming more Hunters in your sales organization?" and 44% said organizational metrics are too focused on RFP response rates.

In this survey, we are seeing a similar response rate at 47%, noting too much above-property focus on RFP response rates as the primary reason why selling group directly is not a standard. If the industry believes this should be the new standard, the question then remains, how do we make the shift?

The solution is in a top-down commitment to this change. Unpack current metrics and set new ones for your sales teams. Identify someone on the team to be the champion proactive of selling to hold others accountable.

Invest in resources to develop and train your sales staff into Hunters and in data solutions to support their direct-to-planner sales strategy. Revisit your bonus structure to support the change you want to see such as rewarding directly-sourced business over costly third-party sourced business.

And don't forget to have some fun!

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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.**