



The Knowland Buzz

VOLUME 8

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 Please Two Stakeholders: Your Group and Your Revenue Manager**” we asked our attendees the following questions and the results are quite interesting.

QUESTION 1

Do you feel your goals are aligned with your Revenue Manager?

Always we are a well-oiled machine	14%
Mostly he/she tries to take care of us	68%
Never we are avowed enemies	1%
On Occasion even a broken watch is right twice a day	17%

QUESTION 2

How often do you have an in-depth conversation with the meeting planner before you price a group?

About 50% of the time	54%
Always, if I can't talk to the meeting planner, I move on	18%
Less than 25% of the time	22%
Those conversations are like unicorns	6%

QUESTION 3

What preparation do you do before your Daily Business Reviews?

I am battle ready—I have every statistic	77%
I sometimes prepare	18%
What's a Daily Business Review?	1%
Wing and a prayer, baby	4%

WHAT WE LEARNED

Sixty-eight percent noted they believe their Revenue Manager (RM) tries to take care of them. It is imperative to understand the role of the RM is to make the best revenue decisions for the property with the best data available. Part of the role of Sales is to provide that **data insight** about their group to inform that decision.

To do that well, it starts with a conversation with the planner. With only 18% always having an in-depth conversation with the planner before they price a group means there is room for improvement. If you can demonstrate you understand the group's historical **booking behavior** and it will go a long way to pleasing both stakeholders—the planner and the RM.

It's commendable that 77% prepare before pitching their group at the Daily Business Review. In this preparation, we would challenge everyone to speak in the RM's **language of data** to not only inform their decision but to support your planner's needs.



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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.**