

KNOWLAND

# TOP TEN

Proactive Group  
Selling Trailblazers

At Knowland, we define a Proactive Group Selling Trailblazer as someone who proactively hunts for the best-fitting group business and sells directly to the planner.

Below are our top ten success stories submitted by group sales professionals who leveraged Knowland to enable their Proactive Group Sales Strategy.



RANK	NAME	TITLE	PROPERTY	REVENUE GENERATED
<b>1</b>	<b>Melissa Menas</b>	<b>Associate Director of Sales</b>	<b>The Lodge at Torrey Pines</b>	<b>\$250,000</b>
	<p>Melissa generated Knowland reports for her competitor and discovered an account that held an annual advisory board meeting for the past six years. She reached out to them and developed a relationship by keeping in touch and inviting them to client events. When the account gave The Lodge a chance with a smaller meeting, The Lodge WOW-ed them. Melissa solicited a future opportunity for the advisory board, and she now has a full-house buyout contract in hand for their 2022 event.</p>			
<b>2</b>	<b>Allen Oakley</b>	<b>National Sales Manager</b>	<b>The Golden Nugget Las Vegas</b>	<b>\$220,000</b>
	<p>Allen prospected for group business and discovered a former account who booked at The Golden Nugget in 2014. The group's booking pattern indicated that they alternated between Florida and Nevada for their annual meetings; and furthermore, Allen could see exactly what their typical spending budget and requirements were for these meetings. Allen harnessed the data to proactively reach out to the account. He not only booked them for 2021 but he booked them again for 2023.</p>			
<b>3</b>	<b>Angela Tormey</b>	<b>Sales Manager</b>	<b>The Drake Oak Brook</b>	<b>\$42,000</b>
	<p>The Drake had a critical need period to fill over the 2019 holidays, so Angela ran a holiday report for past meetings both within and outside of The Drake's traditional comp set. She prospected for specific groups that matched the needs of her hotel, particularly large groups with over 200 attendees. Once she set her sights on a group she wanted, Angela went above and beyond to secure their business: she set up a site tour and invited them to an afternoon of tea and a polo match.</p>			

RANK	NAME	TITLE	PROPERTY	REVENUE GENERATED
4	Michelle Hosey	Sales Manager	The Whitehall Hotel	\$84,147
	Examined an account's full history of events to identify and book repeat business for their company-wide meeting.			
5	Gillian Cone	Senior Group Sales Manager	Le Meridien Delfina Santa Monica	\$140,000
	Leveraged Knowland's filtering feature to locate a huge group event at a competing hotel and won them over.			
6	Katie Mackay	Catering Sales Manager	Hotel RL Salt Lake City	\$5,000
	Discovered a former customer with Knowland's calendar tool, reintroduced them to her hotel, and won them back.			
7	Rachel Johnson	Sales Manager	Claremont Club & Spa, a Fairmont Hotel	\$475,882
	Searched prospects in an out-of-state feeder market to find a group looking into her area before they issued an RFP.			
8	Marty Laughlin	Director of Sales	Westin Minneapolis	\$27,000
	Holistically reviewed an account's past bookings and bid on best-fitting opportunities until he won a major event.			
9	Andrea Townsend	Catering Manager	Westin Atlanta Perimeter North	\$45,000
	Booked two events with just one Top Accounts by Market report targeting SMERF and Association segments.			
10	Mark Timbro	Sales Manager	The Daytona, Autograph Collection	\$41,210
	Used SmartSearch to find a group whose booking patterns matched his property, proactively pursued them, and won.			

### Are you a Proactive Group Selling Trailblazer?

Share your success story using the Knowland platform at [marketing@knowland.com](mailto:marketing@knowland.com).

**KNOWLAND** [knowland.com](https://knowland.com) [+1.202.312.5880](tel:+12023125880) [info@knowland.com](mailto:info@knowland.com)

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, optimize profitability, and build a stronger base of repeatable group business. That's the Knowland Advantage.