

12 *Smart* Hacks

— for 2022 —

to boost hotel sales
& team productivity

Adopt these reliable sales hacks
to close more deals in less time

ProposalPath
POWERED BY
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Introduction

The first and foremost priority of any hospitality professional is to provide exceptional service. That is, after all, what great hospitality is all about.

But to provide great service – to get guests or, better yet, groups of guests in the door – hotels and venue spaces have to first perfect the art of selling. Before any memories can be made and loyalty can be established, hotel sales teams have to identify the best way to communicate their offering(s) and seamlessly convert leads to satisfied customers, time and again.

A small but critical piece of this process lies within your sales presentation, more specifically your proposal software. Like a digital elevator pitch, proposals give hotels and venue spaces an opportunity to put their best foot forward while making a lasting impression on a prospective client and, more importantly, demonstrating the way(s) in which an event or meeting will be brought seamlessly to life. In this way, a great proposal can be the catalyst to a booked event, while a lacklustre proposal can be the reason a hotel struggles to convert leads to satisfied clients.



Hoteliers:



How are you leveraging proposals to present your brand to prospective guests & event planners?

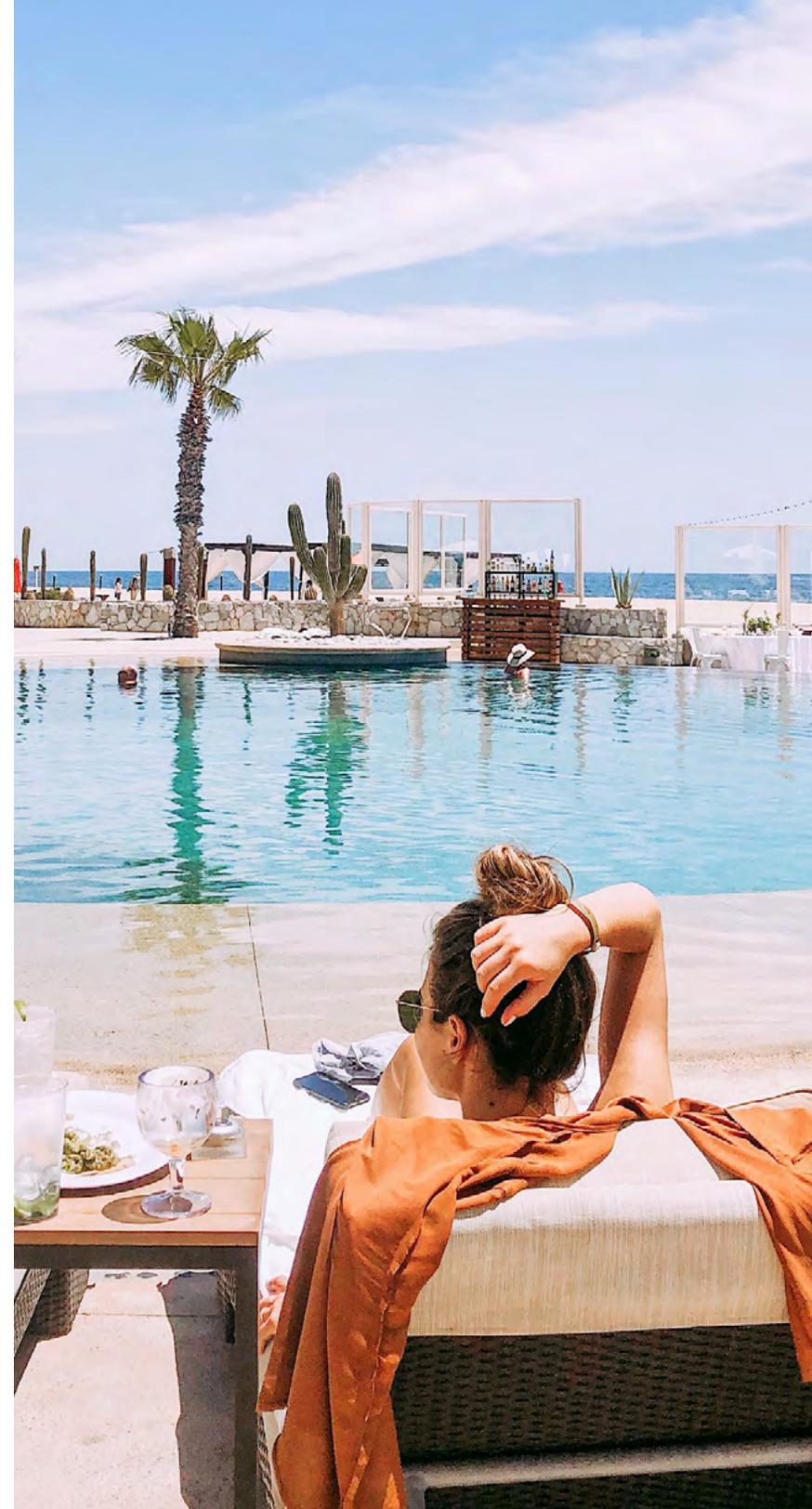


How are you attracting and maximizing group business and events, to set your property up for post-pandemic revival and long term success?

Fortunately, we can help. To help hotels stand out from competition, save time, and optimize productivity while maximizing their bottom line, we've compiled a comprehensive selection of 12 smart, actionable sales hacks just in time for the new year. Whether you're selling a meeting and events venue, a destination, or hospitality services, we've identified the best practices for winning more business, both now and in the future.

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HACK

#1

Always Search for Best-in-Class Products



Does the product do what you need it to do, in as little time as possible and with the best output?

Some platforms automate key processes to ease operational demand on a hotels' staff, and some platforms don't. Some platforms offer a user-friendly interface and seamless installation, and some platforms don't.

Moreover, some technology vendors offer on-going, high-touch support, and some vendors don't. **Simply put: not all products are made equal**, especially in the realm of hospitality technology. With this in mind, hotels and venues should work to identify user-friendly platforms that are superior at performing specific tasks.

Hoteliers, ask yourself, does this product do what I need it to do, in as little time as possible and with the best output? When it comes to efficiency, adopting "task-specific" products that deliver specific, reliable results will set your entire sales department up for long-term success.

HACK

#2

Always Put the Customer First



“Great salespeople are relationship builders who provide value and help their customers win.

– Jeffrey Gitomer

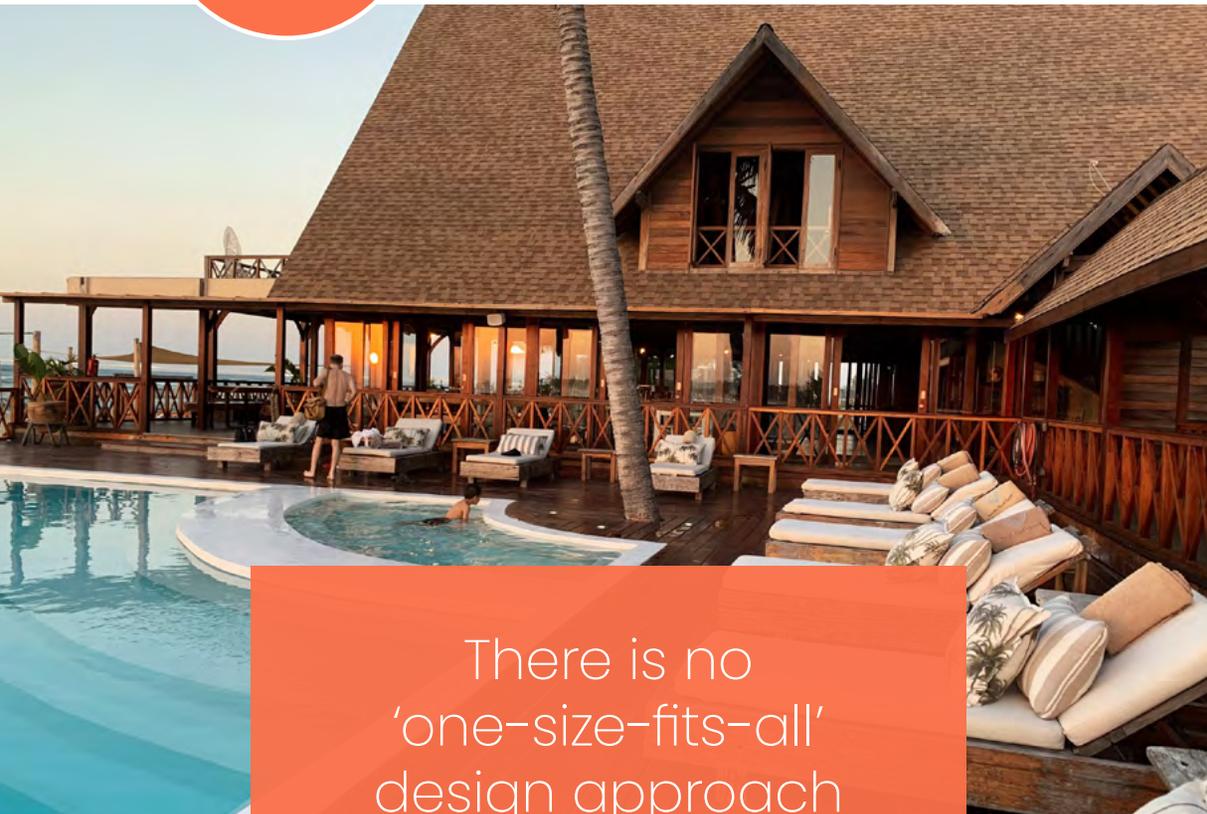
As Jeffrey Gitomer says, “Great salespeople are relationship builders who provide value and help their customers win.” So, hoteliers and hospitality brands – **how are you helping your customers win?** More importantly, how are you putting your customers first through every stage of the sales process, especially within the proposal?

When bringing a prospective client’s ideas to life, it’s important to make that client feel seen and heard. Have you accounted for their needs and special requests? Have you gone the extra mile to imagine a memorable event on their behalf? In the realm of hospitality, the customer must always be the priority – and that starts with the proposal.

HACK

#3

Personalize the Proposal



There is no
'one-size-fits-all'
design approach
for events
and meetings.

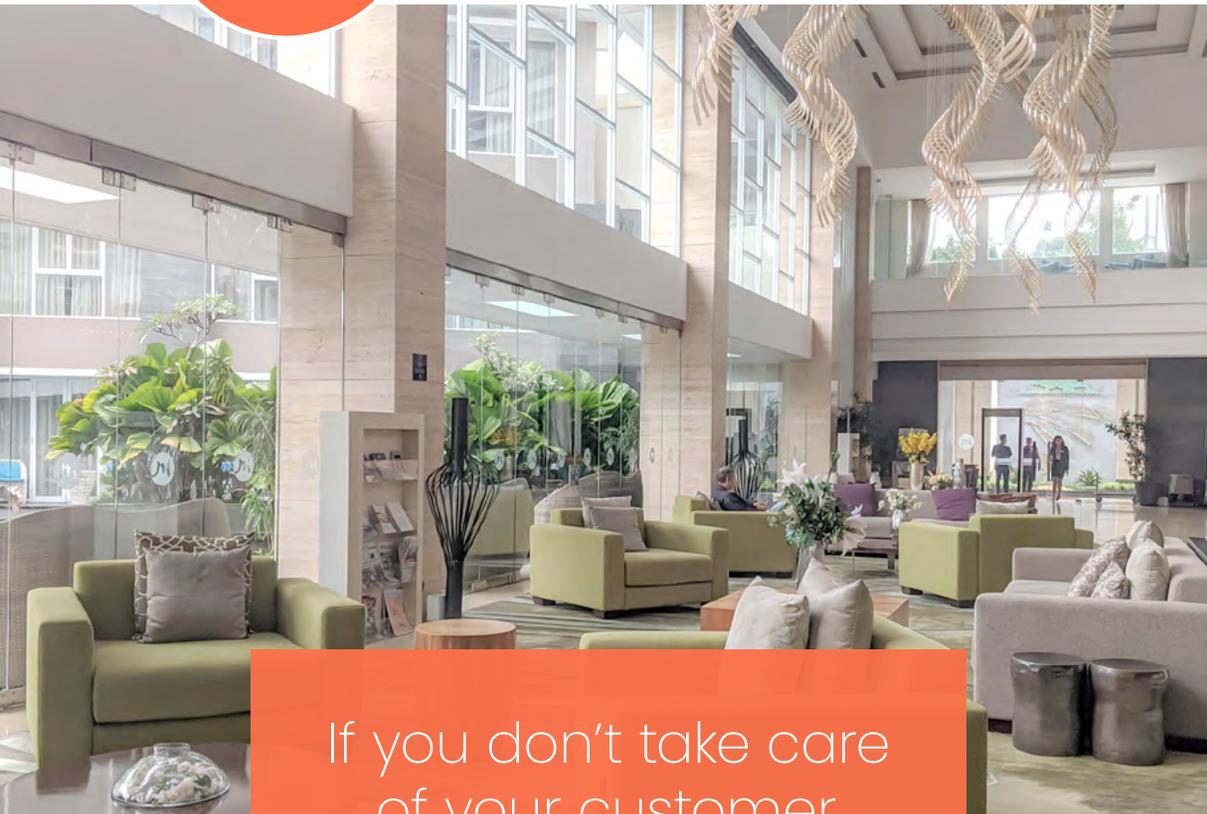
Any communications with customers should look consistently great and reflective of brand standards – especially when it comes to proposals. Proposals are, oftentimes, where hotels and venue spaces win or lose business. With this in mind, proposals should be **personalized and highly customizable, professionally designed and branded, responsive, easy to navigate, easily shareable, and interactive.**

Venues should look to curate a proposal that is as clear as it is engaging, providing the client with a realistic, real-time glimpse at the event plan and any corresponding details. It's important to remember that there is no 'one-size-fits-all' design approach for events and meetings, and your proposal should reflect that and demonstrate that you have listened closely to your prospective client.

HACK

#4

Strike While the Iron is Hot



If you don't take care of your customer, your competitor will.

As the popular saying goes, "If you don't take care of your customer, your competitor will." This is, perhaps, the most important lesson to be learned when looking to increase lead conversions. If your sales team lacks the technology and systems required to respond to RFP's in a timely manner, prospective guests and event planners will take their business elsewhere.

Early on in the sales funnel, it is absolutely pertinent to "strike while the iron is hot" and **keep prospective clients moving along the pipeline in the direction of a confirmed booking. With this in mind, hotels and venues should have a streamlined RFP process in place**, ideally utilizing a dedicated CRM/sales and catering platform that effectively captures and manages leads, so you never miss an opportunity.

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#5

Address the Post-Pandemic Landscape



Proactively
communicate health
and safety protocols.

While the widespread enthusiasm for travel and events is on a promising trajectory, guests and event attendees are still notably concerned about public health. Now, more than ever, hotels and venue spaces are expected to proactively communicate and advertise their health and safety protocols.

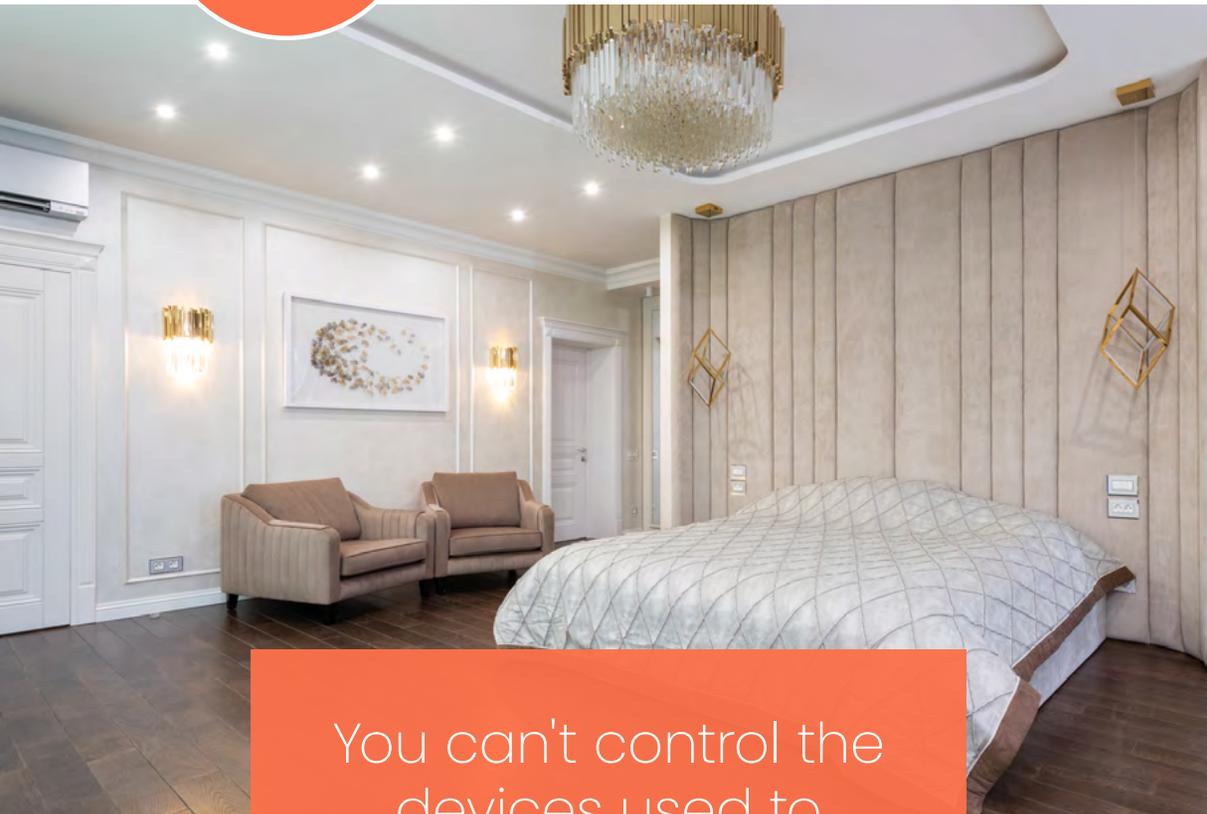
Understandably, cleaning measures will act as a primary differentiator between venue spaces, and **hoteliers should be equipped to field any and all COVID-19 related questions** from prospective planners and groups.

Having this messaging directly built-in to the sales process will ensure clients have complete confidence in the venue's ability to deliver proper and safe environments for attendees.

HACK

#6

Make it Mobile-Friendly



You can't control the devices used to view your proposals.

We can't talk about the power of proposals without addressing the elephant in the room – Are your proposals mobile-friendly? We live in a digital age, and, quite frankly, even a **perfectly curated proposal may fall flat if a prospective client can't view it from multiple devices.** After all, you can't control which devices are being used to view your proposals.

With this in mind, hotels and venue spaces should seek to create fully optimized and responsive proposals, whether they are being viewed on a desktop computer, iPad, tablet, smartphone, or other handheld mobile devices. Moreover, digital proposals should offer prospective clients **the option to sign contracts quickly and securely via an e-signature** to further streamline the booking process.

HACK

#7

Use Images and Videos



proposals are:

32%

more likely
to close with
multimedia

In addition to assisting in the format and flow of your proposal, **rich media plays a major role in enticing prospects** to close a deal. In fact, it's been found that proposals that include various forms of media are 32% more likely to close.

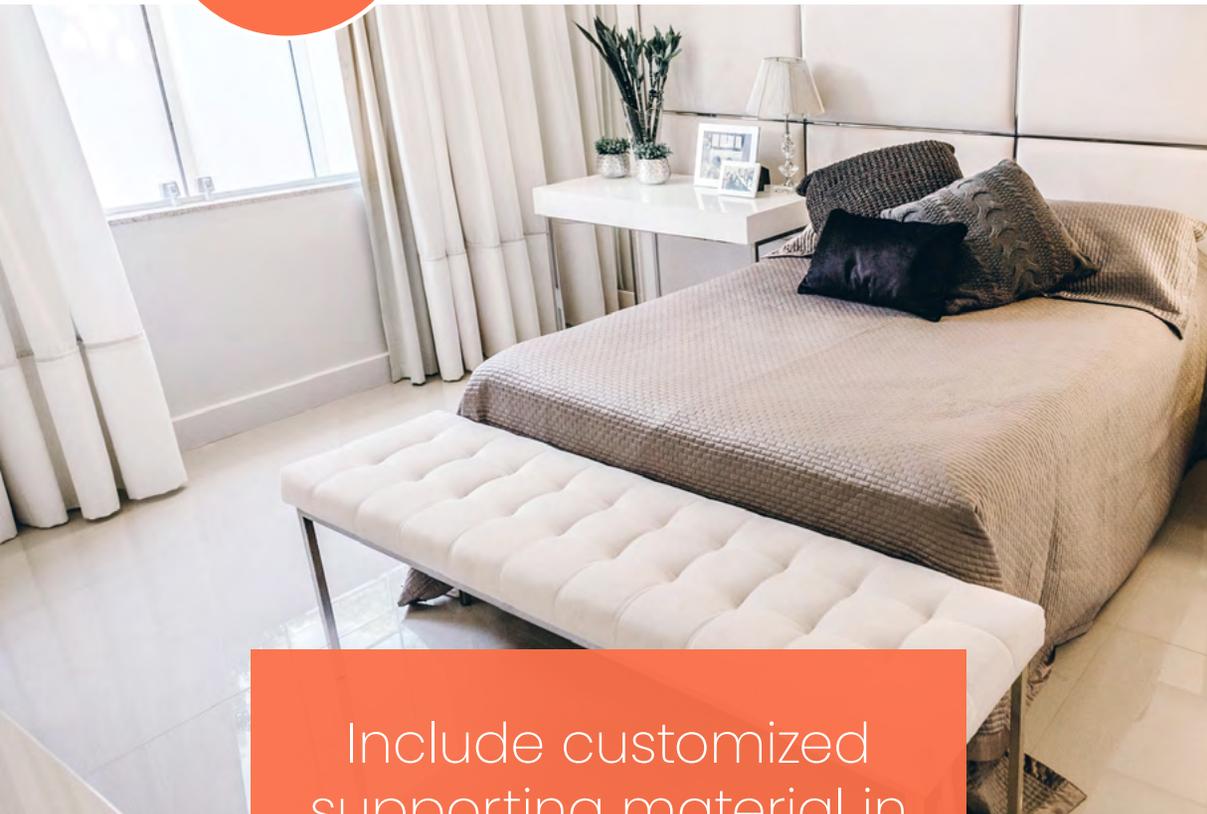
Utilizing the power of images, video elements, virtual tours, and 3D floor plans, venues can curate a proposal that is as clear as it is engaging, providing the client with a realistic, real-time glimpse at the event plan and any corresponding details.

Video tools also allow sales reps to show prospects specific property areas that address their unique needs and inquiries. This effort has a personal impact because the salesperson walks the client through the property spaces that the client asked about. This personalization helps establish connection and trust between the hotel and the prospective planner much like an in-person tour. It showcases the many ways hotels prioritize the success of their event.

HACK

#8

Include "Decision Making" Sales Material



Include customized supporting material in your event proposals.

Don't make prospective clients work for the information you know they'll need. After all – anything that is a key part of an event should be a key part of the event proposal, as well.

To streamline the sales process, include customized supporting material like online catering menus, pre-planning tools for event planners, maps, and unique features about your venue in your event proposals. This information should be customized for each meeting/event planner as a way to help them move through the sales cycle and promote an easy decision-making process.

HACK

#9

Make It Easy



Prospective customers will always do what is easiest for them.

As a general rule of thumb, sales teams should adopt the mindset of “ease of use, ease of sale.” By **eliminating barriers to booking along the sales funnel**, hotels and venues can effectively enhance lead conversion and make it easy for prospective customers to submit RFPs and book their next event.

With this in mind, sales teams should adopt the mentality that RFPs come from a variety of sources (third party sources, website, word of mouth, etc.), and always will. In this regard, when sending an RFP, a prospective customer will always do what is easiest for them. Each RFP represents a new opportunity to make a sale. So the question is, **are you putting your best foot forward when it comes time to respond?**

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#10

Tell a Story



Listen to a customer's ideas and build a story around them.

A great proposal isn't simply meant to cross your t's and dot your i's; rather, a truly great proposal listens to a prospective customer's ideas for an event and builds a story around those details, **providing a range of budget options and upsell opportunities while emulating the client's vision.** Your sales team should also take into account any client objections or concerns, and address them within the proposal (proactive problem solving) while using storytelling elements to add unique flair and personality to any event or meeting.

After all, the proposal is your opportunity to shine and demonstrate your venue's offering in contrast to competitor properties, so what story are you trying to tell? Use your proposal presentation to truly showcase your services via multiple formats (visual, text, interactive elements, testimonials, feature lists, 3D floor plans and walkthroughs, etc.).

HACK

#11

Keep Content in One, Organized Place



sales departments don't use
60-70%
of available marketing content

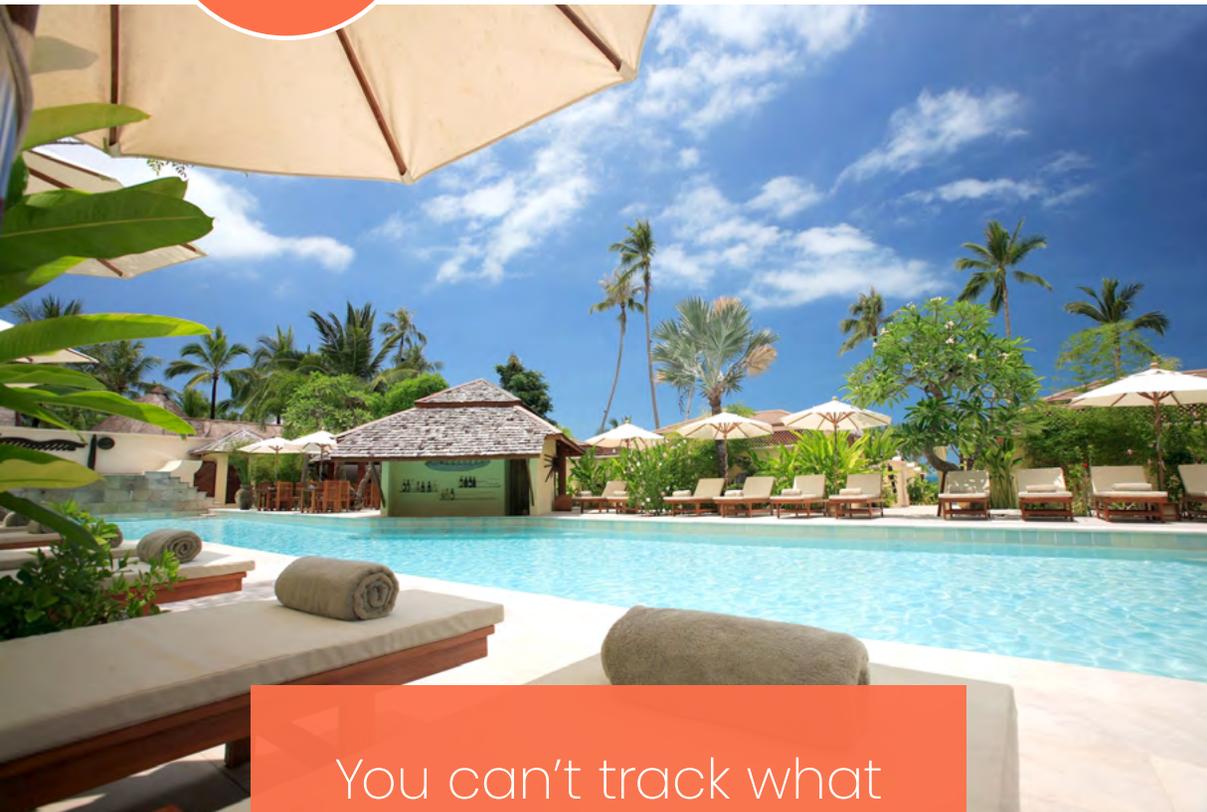
It's hard to believe, but sales departments don't use 60-70% of content created by marketing teams. That is why it's so important to ensure all relevant materials, including your catering menus, A/V pricing, fact sheets, and other sales collateral, are **securely hosted and easily shareable**.

With a dedicated home for sales material, hotels and venues can **improve their sales team's efficiency** by selecting which documents, messaging, and multimedia content is sent and confidence in knowing they send the latest information to customers.

HACK

#12

Organize, Track and Report



You can't track what you can't measure.

Remember – you can't track what you can't measure. Unsurprisingly, outbound sales efforts are no exception. Smart data and lead tracking analytics, offered up in a comprehensible and holistic manner, allows for smart decision making. With this in mind, hotels and venues should seek out a proposal tool that offers a **fully integrated dashboard that gives their team everything they need to organize, track, and report on sales efforts.**

After all, salespeople will engage more effectively with prospects knowing when they've viewed a proposal, what sales material they've reviewed, and how long they've engaged with the content.

Conclusion

Competition is intense in hotel sales, so you need every opportunity to succeed. Whether you are a team of one or 20, we hope these 12 hacks will help you meaningfully boost your sales results. If you want to implement these hacks, break away from the cookie-cutter sales presentations and close more business, check out [ProposalPath](#) - the industry's most versatile, easy-to-use, and cost-effective online proposal solution.



Beautiful Proposals. Ultimate Flexibility.

ProposalPath's powerful step-by-step workflow adapts to the way you and your sales team work. Whether you're selling a meetings and events venue, a destination, or hospitality services, we've built best practices into ProposalPath for creating engaging and effective proposals for the variety of industries and market segments you serve.

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