



COMMERCIAL STRATEGY CONFERENCE

Strategize, Optimize, Capitalize



26 July 2024

THE LEELA AMBIENCE GURUGRAM HOTEL, DELHI NCR, **INDIA**



Inspiring Success Through Innovation & Adaptability



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DELHI 26 July 2024

The image features three glowing lightbulbs, each resting on a solid-colored rectangular block. The blocks decrease in size from left to right: a large teal block, a medium red block, and a small yellow block. The lightbulbs are arranged in a descending staircase pattern. The background is a soft, light gray gradient.

Inspiring Success Through Innovation and Adaptability

- Success in the hotel industry requires a blend of innovative practices
- Don't let 'selling' and handling reservations get lost in a commercial whirlwind
- Technology and AI will NOT replace the H2H sales
- As a commercial team you must be responsive to leads, follow up with existing clients more than ever
- Don't fall victim to flashy trends



INNOVATION + ADAPTABILITY = SUCCESS

Innovation

Technology + Client Knowledge

Sustainability + Understanding what a
clients wants

Unique Offerings + Unique Selling
Presentations



INNOVATION + ADAPTABILITY = SUCCESS

Adaptability

Responsiveness + Personalized Offerings

Trained Employees + More than ‘Feature Selling’”

Market Trend Knowledge + Providing Insight to your Clients before they ask for it





INNOVATION IN PROPOSALS

- AI
- CHATGPT
- MIDJOURNEY
- HOTEL APPS

ANGELA@WEDLUX.COM

“Sicilian Style”



EMBRACING TECHNOLOGY in SALES & RESERVATIONS

- It is fast & furious - rapid technological advancements without training doesn't work
- Be thoughtful in use of specific technologies – H2H
 - Communicating with Clients Today
 - AI for personalized presentations and site visits
 - Virtual reality tours
- Example: FS Madrid



Pay attention to what is happening as we are in the latter part of 2024

- Never has it been so important to be focused
- World is changing – can't be stuck doing what we know how to do – **stay current**
- Today is about being **consciously competent** as a sales professional
- Don't lose sight of all **opportunities** that present themselves
- Today is a **NEW DAY!**



HAVE A PLAN!

- There has never been a better time to be crystal clear about your sales skills and goals
- Every year is a fresh start to find and win more business
- How will you embrace this journey?



FOCUS ON NEW BUSINESS DEVELOPMENT

This is your opportunity to reinvent yourself

- Your future
- Your business
- Get out of your silos – revenue management/reservations/sales & catering



CONNECT TO CLIENTS

Must be solution oriented

- What keeps them up at night?
- What do they need to be successful?
- Recommend solutions, provide value
- Avoid taking inquiries and just ‘sending a proposal’

Build relationships not transactions




BE DELIBERATE AND THOUGHTFUL IN YOUR OUTREACH

- 84% of business decisions start with a referral
- ‘In group bias's’
- Listen carefully to your customers
- Always be curious
- Stay in front of your customers

PROACTIVE SALES & MARKETING IS PROVEN

10x
Profit

10x
Client Loyalty



**B2B OR B2C
IT IS ALL ABOUT
SALES!**

You must be relevant
today

Be present

Be ready

H2H



FRESH PERSPECTIVE

- Don't lose momentum
- Leverage LinkedIn and all social media
- Virtual calls – Zoom, MS Teams, Google Meet
- Touch points per week – establish a goal with your sales leader



SELLING IS ABOUT STORYTELLING

- Elaborate
- Educate
- Inspire
- Entertain



TODAY YOU NEED TO MAKE A DIFFERENCE

Motivation

Innovation

Persistence



POSITIVE OUTLOOK OF THE FUTURE

Refocus

Retool

Retrench

Rebound



CUSTOMERS REALLY BUY...

- Expectations that are not just met but exceeded
- Effective communication both internally and externally
- Needs + communication with operations = exceeding expectations

IT ALL STARTS IN SALES & RESERVATIONS

- Authentic customer experience
- Evolution of well-being: clients want less pressure today in booking
- High customer expectations
- Relaxed and easy service during the sales process
- True Luxury = Emotional Connection

- Source: Forbes Travel Guide



LEVERAGING CHATGPT FOR SALES TASKS



Saves Time



Improves
Communication



Increases Efficiency



Leads to Higher Sales
and Better Customer
Relationships

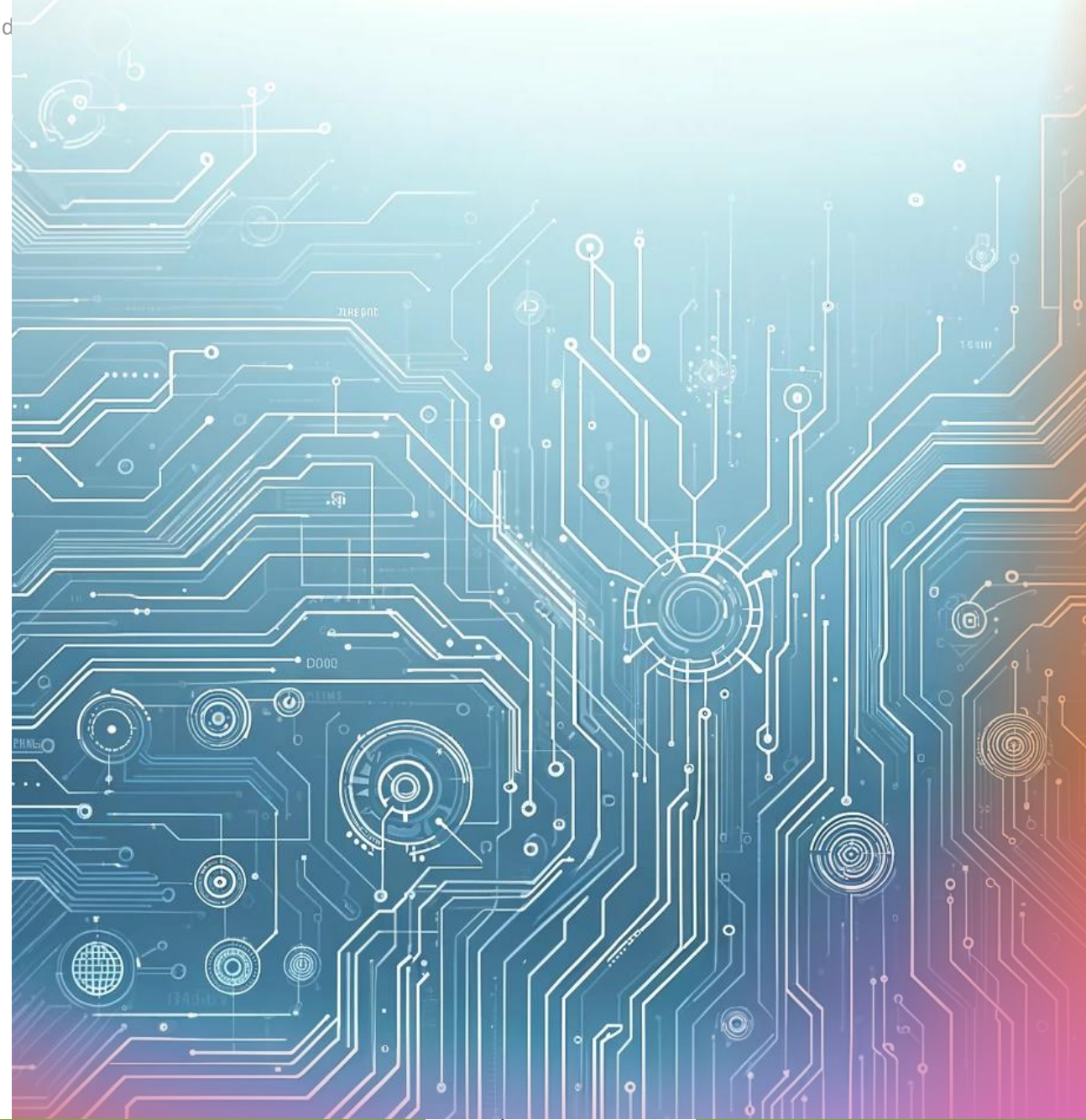
INFORMATION IS KEY

- Revenue Management
- Upselling
- Enhanced Luxury Service
- Creating new ideas and watching trends
- F&B Solutions



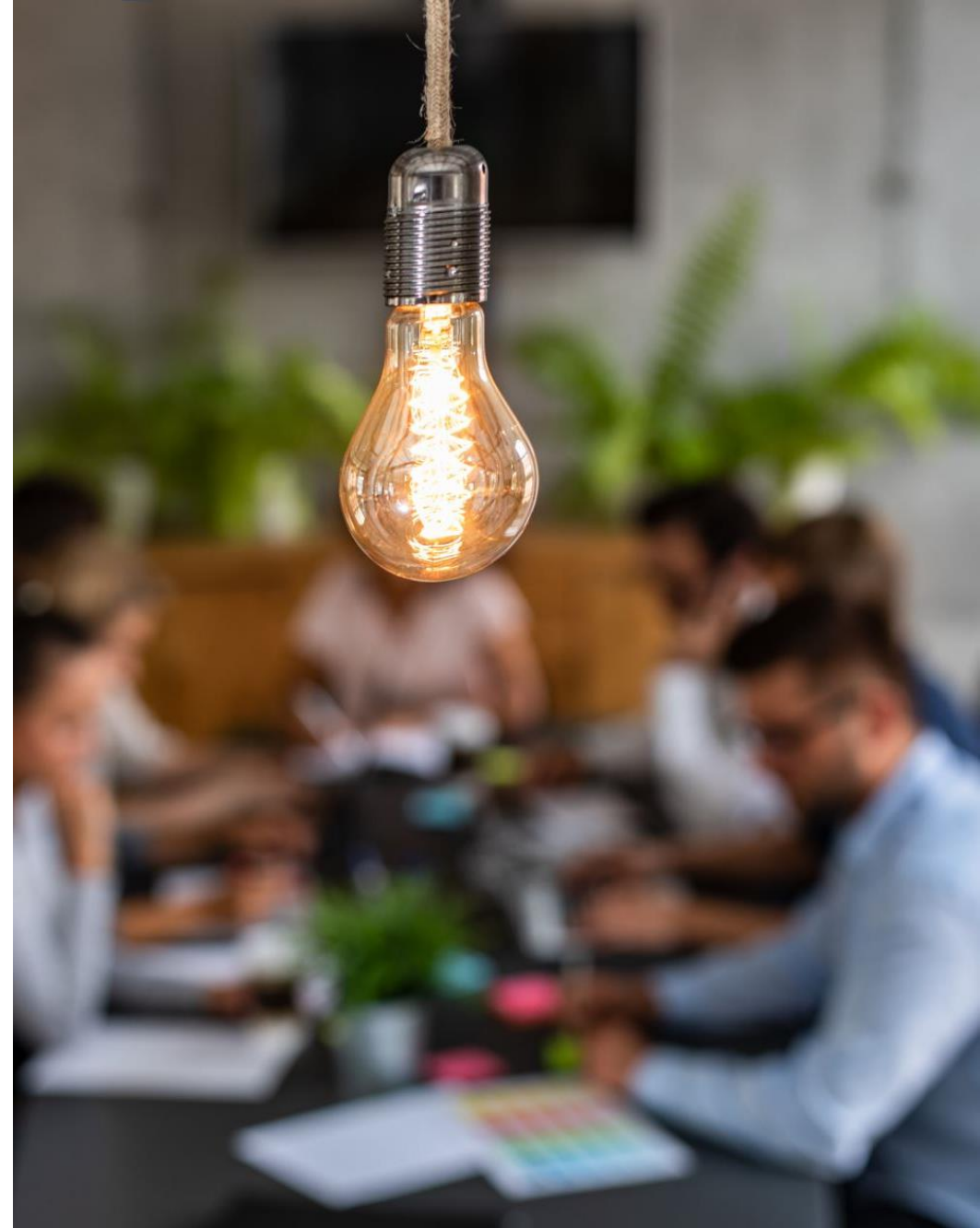
FOCUSING YOUR AI STRATEGY FOR MAXIMUM IMPACT

- Versatility in Prospecting
 - Lead Generation
 - Outreach Personalization
 - Content Creation



CREATING UNIQUE OFFERINGS

- The key is in offering personalized and memorable experiences to stand out in a crowded market – starts in sales/reservations
- Personalized experiences: customized welcome amenities, curated local tours, wellness programs, themed rooms, and immersive cultural experiences
- Unique experiences can lead to repeat business and word-of-mouth referrals
- No form proposals – be creative and stand out



ADAPABILITY

- You must be adaptable and agile in a fast-changing industry
- Look at your processes – are your processes in place for you or the customer?
- **Make it easier to do business with you!**



RESPONSIVENESS

- The importance of responsiveness

KEY

- 1st responders WIN THE BUSINESS**



TRAINING EMPLOYEES

- It is critical to have well-trained sales, catering and reservation sales associates to deliver exceptional results
- Knowledge of market segments
- Understanding of buying motives
- Skills such as upselling, empathy, communication, and problem-solving



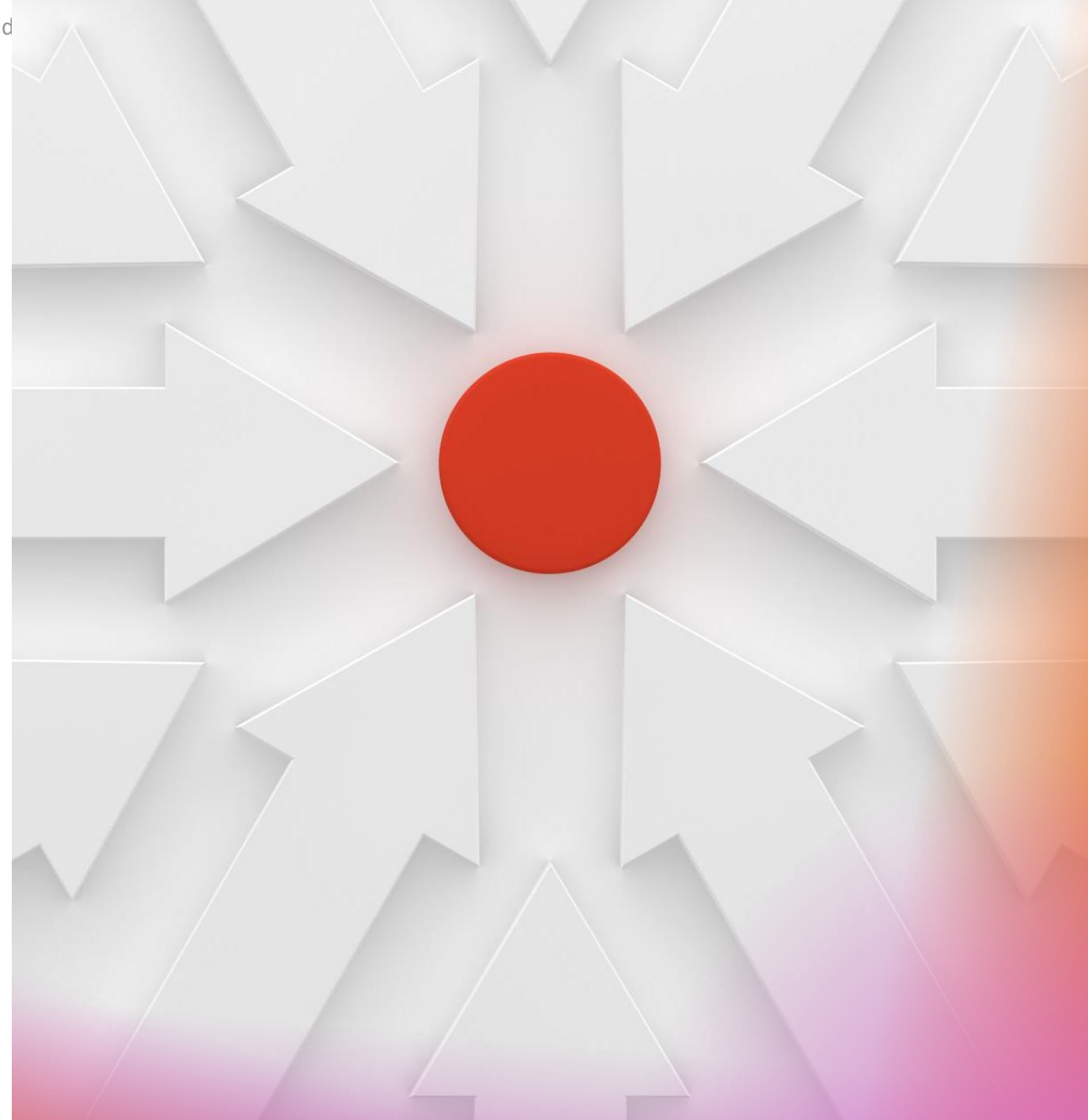
MARKET TRENDS

- Staying informed about current and emerging trends in the client's industry is a daily task
- Using market data and insights to drive strategic decisions will enhance your business
- We need strategic sales people that challenge the status quo



I LEAVE YOU WITH THIS:

- Pay Attention!
- Challenge the Status Quo!
- Don't Settle!
- Be Curious!



THANK YOU!

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