

TRANSFORMING HOTEL SALES EMPLOYEE TURNOVER

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Sales4Hire™



THE COST OF TURNOVER

The cost to replace an employee is between **4 and 24 months' salary**, plus the additional costs of lost revenue, recruitment & training. The figures below are based on the **average national salary for a hotel sales manager, of \$50,526**, according to Glass Door.

THE TURNOVER CONUNDRUM

The typical turnover cycle takes **180 - 270 days** to complete. That means **3/4 of the year** your hotel is losing traction when it comes to proactive sales, and revenue growth.

Employee Underperformance

Loss of revenue often begins **30-90 days before** a sales manager exits. Their effort levels drop due to frustration, boredom, being just plain distracted, or even seeking a new position.

Employee Salary (90 Days)	\$12,631.50
Loss of Revenue Due To Employee Underperformance	\$ + + + + + . + +
Cost Sub-Total:	More Than \$12,631.50

Gap In Employment

Once a sales manager leaves, all prospecting efforts and RFP responses seize, leading to a clear loss of revenue. The active recruitment process takes hotels an average of **90 days**.

Average Cost of Recruitment	\$4,129.00
Loss of Revenue Due To Employment Gap	\$ + + + + + . + +
Cost Sub-Total:	More Than \$4,129.00

New Employee Training

Once a new sales manager is hired, there often is an extensive process of onboarding & training before they are acclimated with the hotel. Hospitality Industry Average: **90 days**.

Employee Salary (90 Days)	\$12,631.50
Average Cost of Training	\$1,800.00
Loss of Revenue Due To Employment Gap	\$ + + + + + . + +
Cost Sub-Total:	More Than \$14,431.50

Sales Ramp-Up

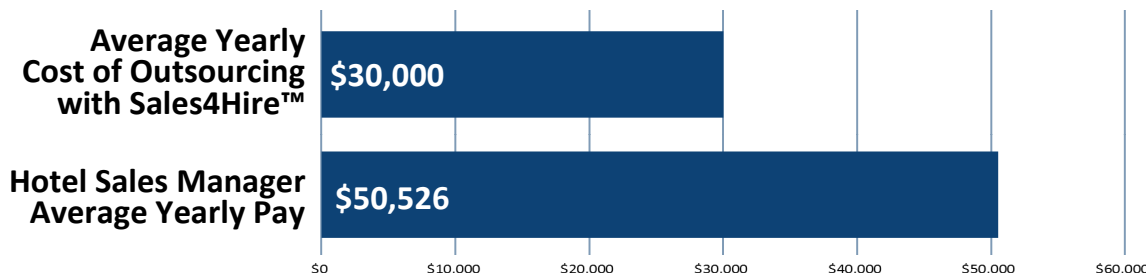
As **80%** of sales are made on the **fifth to twelfth contact** and the hotel's proactive prospecting efforts have been lacking, it could take **up to 6 months** for the properties revenue to level out.

Employee Salary (6 Months)	\$25,263.00
Loss of Revenue Due To Sales Ramp-Up Period	\$ + + + + + . + +
Cost Sub-Total:	More Than \$25,263.00

TOTAL COST: More Than \$56,455.00

COST OF HIRING VS OUTSOURCING WITH PLAN B CONSULTANTS

Hotel sales managers total pay often includes more than \$10K from bonuses, profit sharing or commission, causing incomes to vary widely between **\$30K to \$66K**. Additionally, **three-fourths** of all hotel sales managers enjoy some form of medical insurance, and other benefits. *Source: Pay Scale—Hotel Sales Manager Salary (United States)*



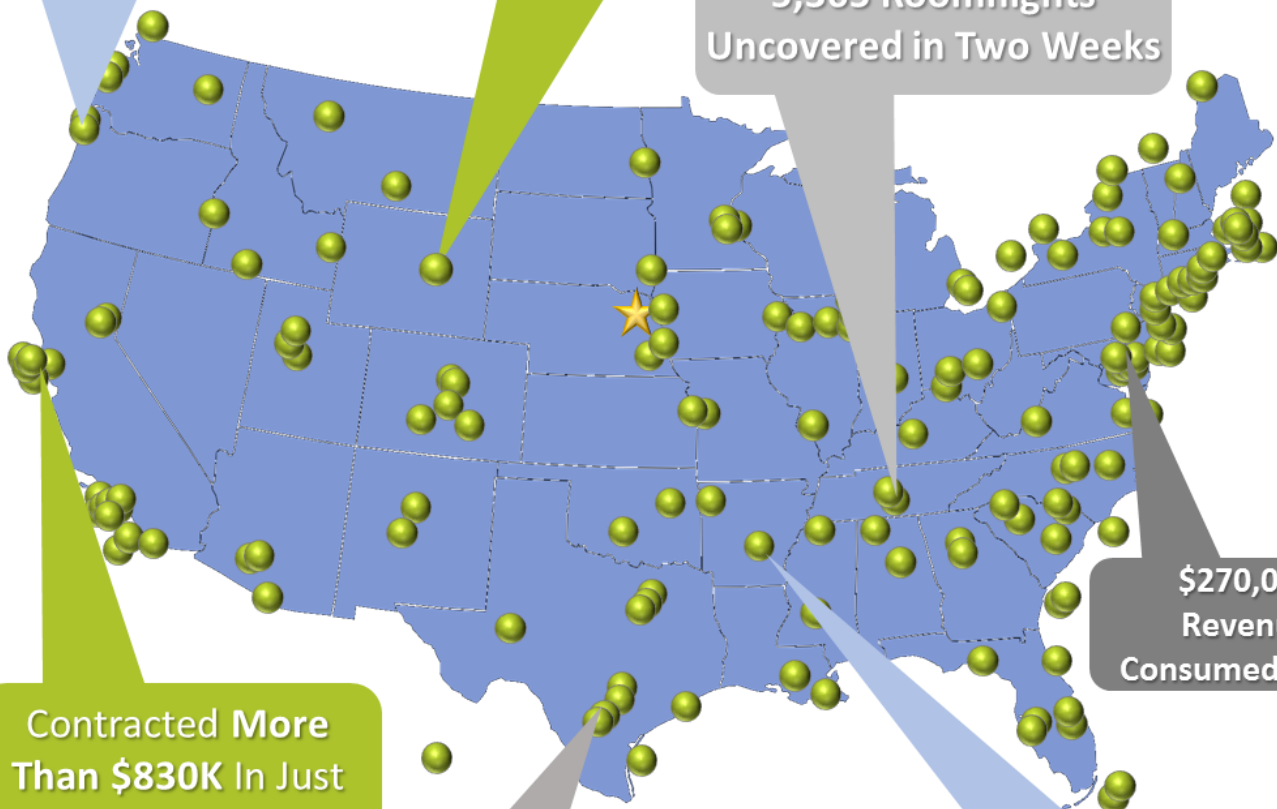
OUR PROVEN RESULTS

22% Nationwide Growth Y-T-D
Due To Fully Integrated
Sales Partnership

\$1.3 Million Revenue
Growth in 2016
+ \$400,000 Additional
Uncovered in One Month!

Closed total revenue
of \$150K, a 1,478% ROI,
in just five months.

5,365 Roomnights
Uncovered in Two Weeks



\$270,000
Revenue
Consumed Y-T-D

Contracted More
Than \$830K In Just
Five Months

20x More New Business Opportunities
uncovered for 2016 & 2017, than in the past
several years prospecting on their own.

128% ROI Gained
After Just One Week

81,182 Roomnights
Uncovered Nationwide For
Hotel Brand Jan. - Aug. 2016

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