

BREAK DOWN THE BARRIERS, WITH LEAD NURTURING



Top Sales Challenges Facing Hotels Today

1 Commoditization

Rising Competitive Landscape

2

3 Changed B2B Buying Habits

High Turnover in Hotel Sales Roles

4

50% of B2B leads are qualified but not ready to purchase. *(Source: Gleanster)*

80% of the B2B sales are made on the 5th - 12th contact. *(Source: Sellingly)*



Lead Nurturing With Plan B Activation™ Can...

- Uncover opportunities **85% faster** than on-site sales.
- Reach The B2B Buyer Sooner
- Get to Know The Buyer
- Keep The Buyer Engaged
- Build a Relationship of Trust
- Increase Brand Loyalty
- Avoid The “Rate Game”
- Earn up to **2,900% ROI** (\$20 for every \$1 spent)