

START



NEW
OPPORTUNITY
UNCOVERED

**RESEARCH
RESEARCH
RESEARCH
RESEARCH**

**MAKE
CONTACT &
QUALIFY
THE LEAD**

**SEND
FOLLOW-
UP EMAIL**



**FOLLOW-UP
VIA PHONE**

**CUSTOMER
NOT
READY TO
ENGAGE**
BACK TWO SPACES

REPEAT

**Revenue
Consumed**

**RECEIVE
SIGNED
CONTRACT
FROM CUSTOMER**

**SEND
CONTRACT
To Customer**



Write
Contract

NEGOTIATE

**CUSTOMER
NON
RESPONSIVE**
SKIP NEXT TURN



**FOLLOW-UP
VIA PHONE**

**SEND
PROPOSAL
To Customer**



**Send
Personal
Letter**



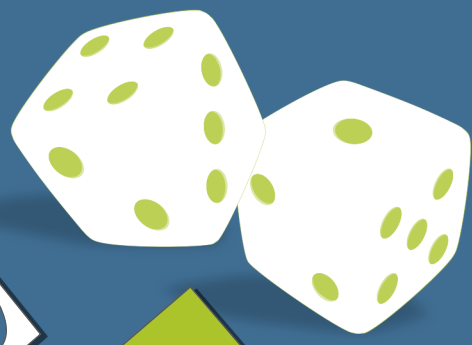
**Give
Site
Tour**



strategize

PLAYING THE LONG GAME

The "Rule of Three Percent" states that at any time only 3% of your audience is ready to buy from you. So, in order to capture the remaining 97%, your hotel sales team must remain persistent and consistent in their follow-up and nurturing of opportunities.




**Get MORE
Connected**



**SEND
PROMO
EMAIL**

**VISIT
THEIR
OFFICE**



**SEND
PROMO
EMAIL**

**RECEIVE
REQUEST
FOR PROPOSAL
FROM CUSTOMER**