

The Dual Role of Hotel Sales

RESEARCH & QUALIFY

These are sales team members who have an indisputable talent for **uncovering new opportunities**. They are curious, love to learn, and have excellent phone skills. They are realistic in their evaluation of potential business, and have a clear definition of a good fit for the hotel.



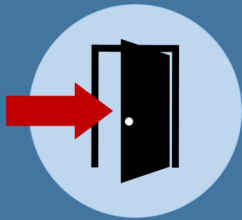
NEGOTIATE & CLOSE

These are sales team members who excel at follow-up, negotiation, and **closing business** for the hotel. Building rapport & gaining trust with people comes naturally. They hold themselves accountable, and take personal responsibility for the revenue they book & the care that the prospect receives in the process.



RESOURCEFUL

Enjoy performing research, collecting information and learning as much as possible.



OPEN THE DOOR

They are excellent at getting past gatekeepers, and immediately showing value to a prospect.



BAG OF TRICKS

They use many tactics to open doors, and uncover opportunities. These include: social selling, email, phone, and face-to-face.

LONG-TERM PARTNER

Be in it for the long haul, realizing that closing business is not only about negotiating a contract, but also the process of nurturing the relationship, and serving both the customer and the hotel's best interest.



COMMUNICATION

They are especially good listeners, communicators, and negotiators who enjoy finding common ground with potential clients.



PERSISTENCE

They are professionally persistent and consistent in their follow-up efforts to opportunities.



At Plan B Consultants & Sales4Hire we help grow your RevPar, by filling both roles when necessary, to ensure consistency & stability of your sales revenue.

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