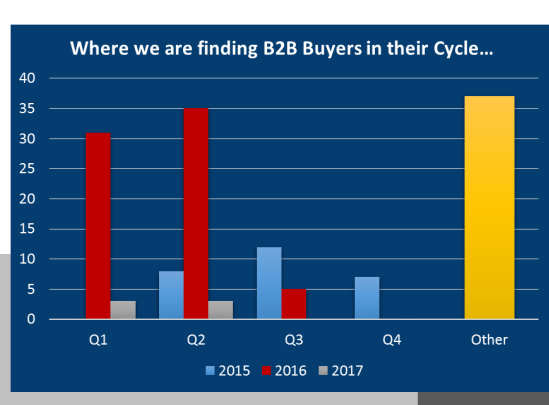


SIMPLE STATISTICS FOR A ROAD TO SUCCESS

60%

of the B2B buying process happens before a prospect engages with a hotel.

The goal of lead generation is to find prospective clients *before* they are reaching out to hotels with RFPs. In 2015, we found most prospects **6-18 months before they were prepared to engage at the RFP level**, which gave our hotel partners a clear **advantage** over the competition by building relationships and eliminating competition by the time the buyer was ready to solicit bids.



PLAN B CONSULTANTS UNCOVERS OPPORTUNITIES **85%** FASTER THAN ONSITE SALES

50%

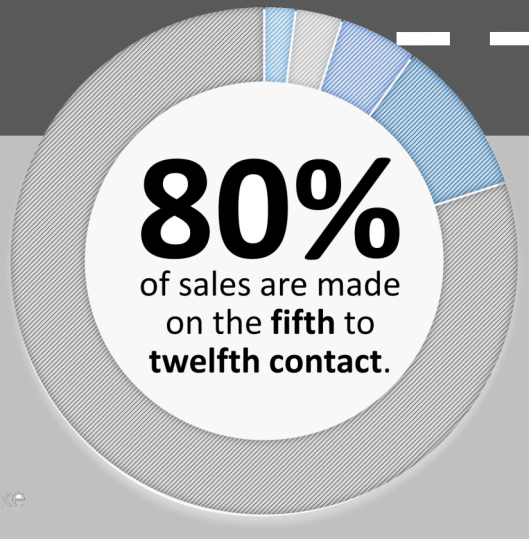
of Hotel Sales Managers spend **less than 6 hours per week** on lead generation & proactive sales.



FIND

Plan B's proprietary **Right Fit Lead®** program will **continuously** uncover and qualify the **best** opportunities & contacts for your hotel.

Only **10%** of sales people make more than **three** contacts with a prospect.



Consistency in Follow-Up is **KEY**



MAINTAIN

We developed **Plan B Activation™** and **Sales4Hire™** to help our hotel partners avoid the "leaky funnel" and the costs of reacquiring leads, by providing effective, **consistent** lead nurturing.

Want to learn more about our simple & effective approaches? [Click Here](#) to schedule a **no obligation** call **NOW!**