

# TRANSFORMING HOTEL SALES EMPLOYEE TURNOVER

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Sales4Hire™

## 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.

### 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**.

### 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**.

### 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.

## 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.



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

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

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

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

**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)*



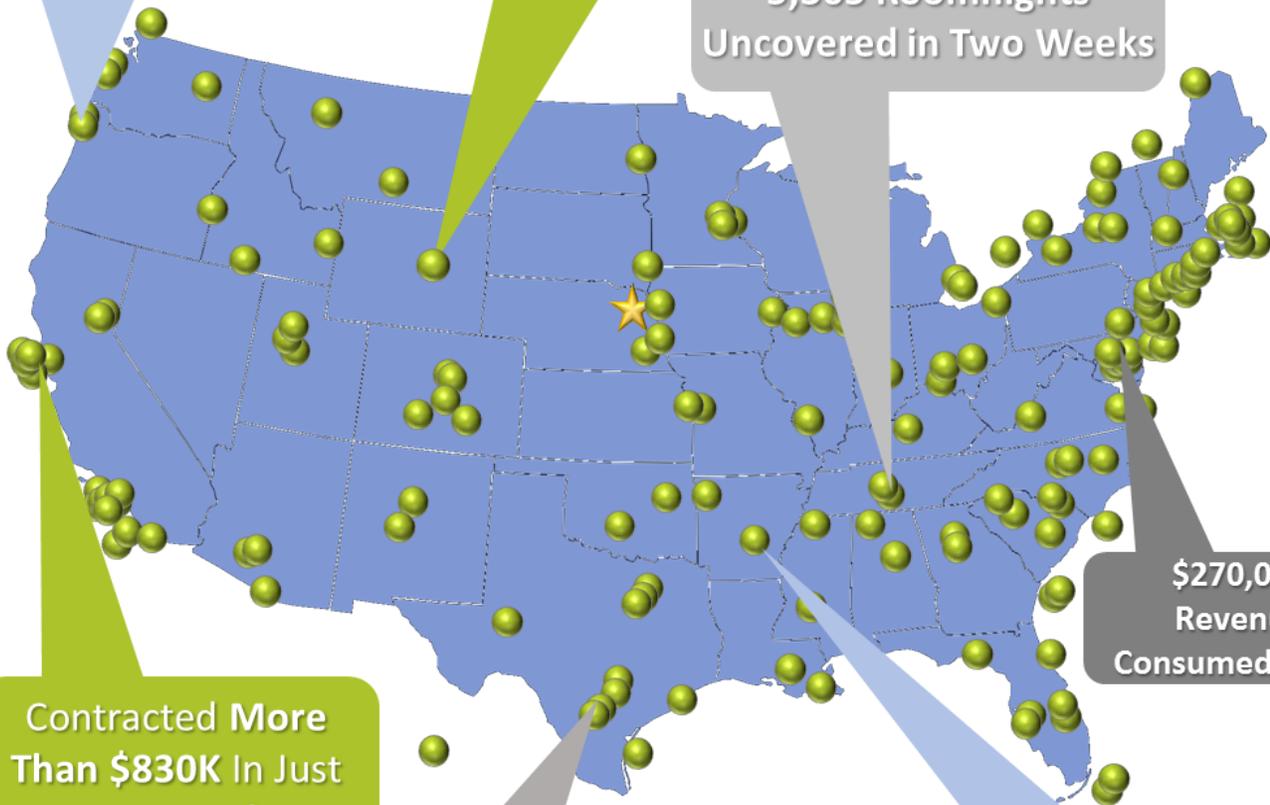
# OUR PROVEN RESULTS

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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