

—PARTNERING WITH GITGO—

THINK BIG PICTURE FOR BIGGER, BETTER REVENUE GROWTH

There's no switch you can flip to turn sales revenue from off to on. Finding more B2B leads and revenue doesn't just happen.

But with GitGo, you can flip from short-term stopgaps to a long-term client engagement machine built to create sales opportunities over and over.

COMMITTING TO CHANGE INTERNALLY

Impacting your pipeline doesn't happen overnight, but your company can shift to a proactive sales strategy that pays off in the long run.

No more Band Aids, cutting corners or shortcuts. They may work in a pinch, but saving your sales from plummeting is a process. It starts with a firm commitment to a new, long-term plan hotel sales strategy.

GitGo can help steer a new vision and make sure your first steps are the right ones. We can conduct virtual or in-person strategy sessions with all your stakeholders, and we'll help you strategize a hotel sales plan for sustainable, lasting growth.

OUR TEAM-UP TIMELINE

If long-term revenue growth and lead generation is what you seek, laying the foundation for sturdy sales and team synergy is Step One.

Establishing an Engaging Partnership

It takes time to make an impact, but the results are well worth it. Our team knows how to impact all business development—lead gen, sales blitzes up to enterprise-level partnerships—for the long haul. We'll jump in, roll up our sleeves and get to work on building your new sales machine.

Our team-up timelines vary depending on the engagement you choose:

- Right Fit Lead® [8-16 weeks]
- Sales Blitz Missions [3 months]
- GitGo Alliances [1 year+]

GETTING IN THE GROUND FLOOR

Be a part of your buyer's journey and stay in their funnel. A property becomes a commodity in the eye of a buyer when it can't be differentiated from its competition and isn't seen for any of its qualities beyond cost. We know your properties have plenty of differentiators—you just have to help your potential clients see them.

Based on our three-year analysis of a segment of our hotel partners, we identified three core sales potential zones and **77% of revenue opportunities happen in two of them: The Influence Zone™ and The Hidden Revenue Zone™.** Each has increasingly better odds for revenue opportunities based on your time building relationships with customers and aligning when they are ready to purchase.

THE INFLUENCE ZONE™

7-11 months

Revenue is starting to pick up with opportunities aplenty, and you have an opportunity to become a trusted advisor to your customers. With a strong follow-up and nurture strategy, trust is built with leads and your property is a prime scope fit for a hotel partner.

THE COMMODITIZATION ZONE™

1-6 months

The shorter the relationship with your lead, the more likely you are to be marginalized into a commodity. This prospect is already so far along in the purchasing process that you're more of a number than a name.

THE HIDDEN REVENUE ZONE™

12-24+ months

Knowing the timing of your prospects' needs and your ability to meet them, you've reached the key to long-term revenue generation that shorter-sighted businesses rarely find.

77%
of revenue opportunities



Maximize your opportunity in each revenue zone – set up a consultation with our team to get the ball rolling.

gitgogroup.com/contact-us