

Modernizing Our Sales Engine

Moving from “Data Entry” to “Deal Closing”



We are losing the race to the competition

Speed Kills Deals



Currently, it takes us days to process a new inquiry because we have to manually re-type data from the PMS.

Flying Blind



I cannot see which corporate accounts are actually profitable (Total Revenue) until the end-of-month report—by then, it's too late to negotiate.

The Risk



While I am fixing a spreadsheet formula, our competitors are calling our clients.

What is "Manual Work" actually costing us?

Wasted Salary (Admin cost)



€2,700 / Month

Wasted Salary (Admin cost).

Estimated Missed Revenue



€50,000+ / Year

(Leads lost due to slow response + under-priced corporate accounts).

Missed Opportunities



0

Number of outbound prospecting calls made last week because of admin overload.

A CRM that actually helps me sell.



Automated Pipeline

Connects directly to our PMS. Inquiries land in my dashboard instantly.



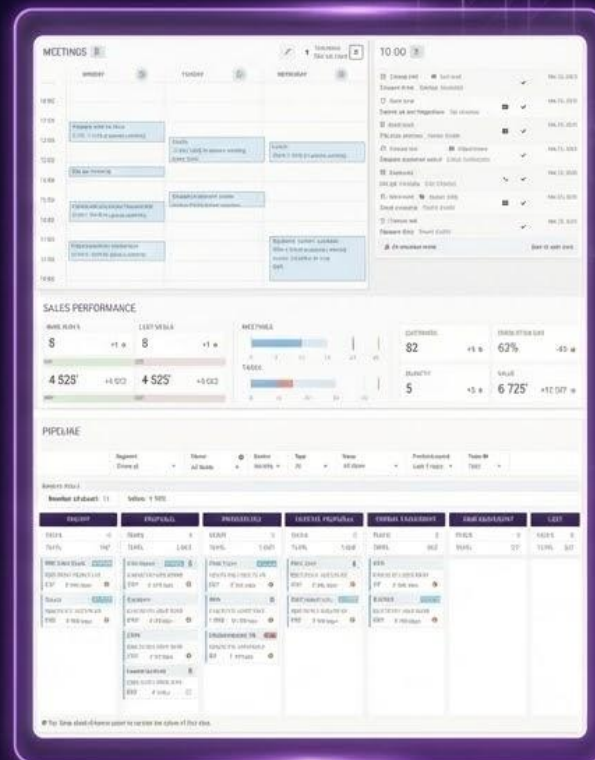
Total Revenue Visibility

I see exactly what a client spends on F&B, MICE, and Rooms before I quote a rate.



Mobile Access

I can check live production and log deals from the lobby, a trade show, or home.



The ROI is immediate.

The Cost vs. Value

Cost of System:
~€490 / month



Avg. Value of 1
Group Booking:
€5,000+



**Significant
Upside**

The Math



If we win **1 extra deal** every 10 months, the system is free.

My Projection



+10
Hours/Week

2+ Extra
Deals / Month

With 10 extra hours of selling time per week, I aim to close **2+ extra deals per month.**

How I will use the saved time (40 Hours/Month).

Top 10 Account Penetration



Deep-dive meetings with our biggest clients to capture their F&B spend.

Competitor Attack



Dedicated prospecting blitz on accounts currently staying at our competitors.

Faster Response



Guaranteeing a 2-hour turnaround on all new MICE inquiries.

Minimal Risk. Instant Go-Live.

No IT Headache



Cloud-based
connection.

Data Accuracy



Pulls historic data from
PMS automatically (we
don't start empty).

Timeline



We can be live and
selling within a couple
of weeks.

Let's stop administering and start selling.

Action



Approve the subscription
for Demand Calendar.

Goal



Go live within a couple of weeks
to impact revenue this year.