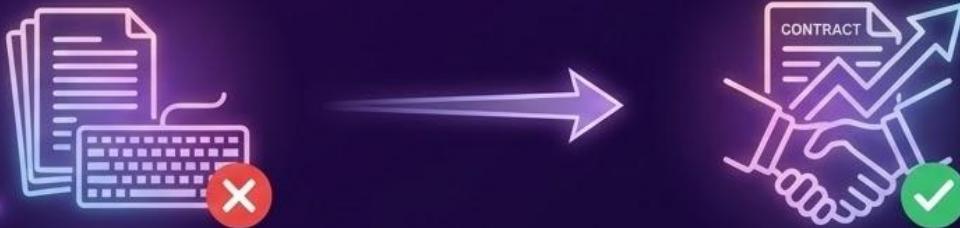


# Modernizing Our Sales Engine

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.



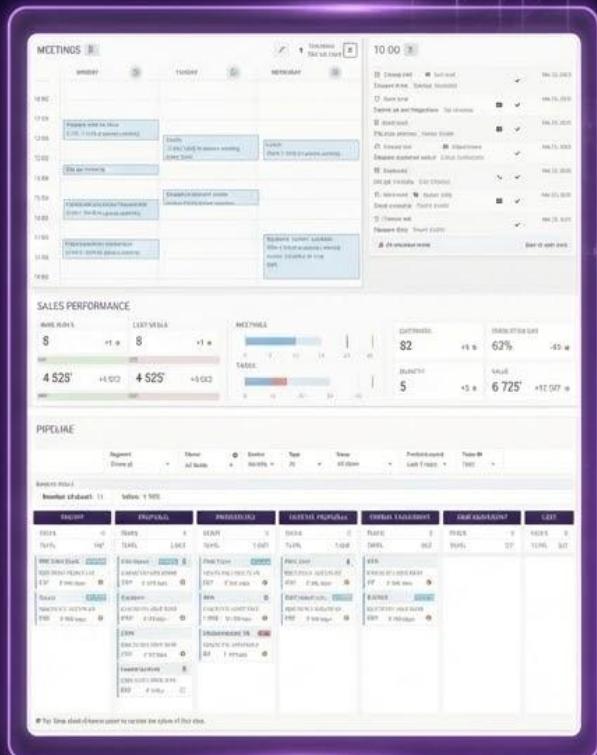
## Total Revenue Visibility

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.

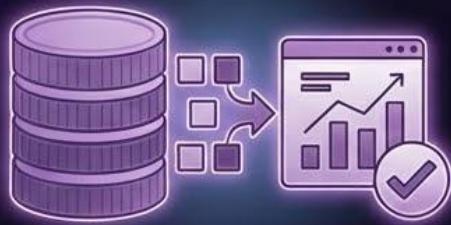
# Minimal Risk. Instant Go-Live.

## 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.