The Revenue Manager's Pitch Script

Subject: The Business Case for Commercial Automation with Demand Calendar

Part 1: Strategy – Read this before you walk in

- **Don't Apologize for the Numbers:** The "60 Hours" figure is the industry standard for manual data efficiency. Do not lower it. If you say you only save 10 hours, you are admitting the current manual process works fine. It doesn't.
- **It's Not a Cost, It's a Swap:** You aren't asking to spend new money. You are asking to stop spending **€2,700** on manual labor and swap it for a **€490** tool. That is a net saving.
- **Use "The Fear":** If the GM hesitates, remind them that one broken formula or one missed group deadline costs more than the software.

Part 2: The Presentation Script

Slide 1: The Current State "Right now, I'm spending the majority of my week doing work that a computer should be doing. I'm effectively acting as a 'data janitor'—cleaning up numbers in Excel—rather than a strategist finding us more profit."

Slide 2: The Opportunity Cost "This isn't just annoying for me; it's expensive for the hotel. We are effectively burning **€2,700 a month** in labor costs just to maintain static spreadsheets. That is money we are paying for data entry, not revenue management."

Slide 3: The Solution (Demand Calendar) "Demand Calendar isn't just another system I have to log into. It sits on top of our PMS and automates the grunt work. It turns those 60 hours of manual data entry into zero, giving me real-time visibility I've never had before."

Slide 4: The Financial Impact (ROI) "From a purely financial standpoint, this is a no-brainer. The subscription cost is a fraction of the labor cost we are currently wasting. The system effectively pays for itself in the first week of every month."

Slide 5: The Strategic Gain "This isn't about me working less. It's about me working *differently*. With those 60 hours back, I'm going to focus on optimizing our corporate contracts and driving better Net RevPAR, which directly impacts our bottom line."

Slide 6: Implementation Plan "I know we hate implementing new software because it usually takes months and involves IT. This is different. It connects to the cloud in minutes, and the data populates overnight. I can start using the dashboards tomorrow morning."

Slide 7: The Ask "I'm asking for approval to move forward so we can stop looking at spreadsheets and start looking at profit. Can I get the green light to start the trial?"