

The Sales Manager's Pitch Script

Subject: The Business Case for Commercial Automation with Demand Calendar

Part 1: Strategy – Read this before you walk in

- **Sell "Speed," Not Just Savings:** Your GM doesn't care if you are tired of typing. They care that **Competitors** responded to a lead faster than you did. Frame the current manual process as a "Speed Bump" that is losing the hotel money.
- **The "One Extra Deal" Argument:** Unlike the Revenue Manager (who saves pennies), you make dollars. Use this math: *"If this system helps us win just one extra medium-sized group in the entire year, the subscription is paid for. Everything else is pure profit."*
- **Commit to "Hunting" Time:** The GM fears you just want to work less. You must promise that every hour saved on data entry will be reinvested into **outbound prospecting**. You aren't asking for time off; you are asking for time to *hunt*.

Part 2: The Presentation Script

Slide 1: The Current State "Right now, our sales process is built for 1990. I'm spending 60% of my week fighting with spreadsheets and only 40% actually talking to clients. Speed is the #1 factor in winning group business, and right now, our manual workflow is acting as a speed limiter."

Slide 2: The Opportunity Cost "The cost isn't just my salary wasted on admin (€2,700/mo). The *real* cost is the business we are missing. If I miss one phone call or delay one proposal because I'm busy typing data, that could be a €10,000 group lost to the competition. We are stepping over dollars to pick up pennies."

Slide 3: The Solution (Demand Calendar) "This tool isn't just a database; it's an automated assistant. It pulls data directly from our PMS so I never have to type it again. It gives me the visibility I need to negotiate harder and the speed I need to beat our competitors to the punch."

Slide 4: The Financial Impact (ROI) "I'm not asking for a cost item; I'm asking for a revenue generator. The bar for success here is incredibly low—we only need to win **one marginal deal a year** to pay for the system. But with the extra time I get back, I plan to deliver significantly more than that."

Slide 5: The Strategic Gain "I'm not asking for this software so I can go home early. I'm asking for it so I can get off the computer and get on the phone. I will take those 40 hours of data entry and turn them into 40 hours of active prospecting and top-account penetration."

Slide 6: Implementation Plan "There is no long setup or IT nightmare. It connects to the cloud, pulls our history from the PMS automatically, and we start selling. I can use it on my iPad."

Slide 7: The Ask "We have aggressive targets this year. I can hit them, but I need the tools to do it. I want to stop administering and start selling. Can I get the green light to start the trial?"