

COMMERCIAL STRATEGY CONFERENCE

Revolutionising the Next Wave!



hsmai
21st July 2023



DELHI NCR, **INDIA**
The Leela Ambience Gurugram Hotel & Residences

Sales 2.0

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Key Takeaways

- The pandemic accelerated the pace of change in Sales. We evolved and started exploring new distribution channels, which led to a change in the way we sell and thus changing the profile of the salesperson.
- Today the salesperson looks at a more holistic way of selling, which includes understanding of Bottom and the channel of sales.
- Today the biggest competitor of a salesperson is not a salesperson of another hotel but its own OTA rate.
- From relationship sales it has become more asset value maximizing sale.
- Relationships are used to drive up the rates and not lower the rates.

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