



simpleguide

Your competitive data-driven sales strategy is simple. It's 2Synergize + Simpleview.

Elevate your sales strategy with 2Synergize, a Simpleview consulting agency. Our comprehensive services encompass customer research, sales strategy consulting, and innovative sales intel/data solutions. By uniting sales and stakeholders, defining sales strategies, and providing data-driven decision-making tools, 2Synergize is your strategic partner for optimizing relationships and achieving success.

Our Products:

- **FuturePace** – FuturePace delivers enhanced pace reporting for DMOs, helping sales leaders and business analysts make more informed decisions based on accurate forecasting data. Created in partnership with George Fenich, father of the TAP report, FuturePace was designed with improved data processing for greater accuracy in the calculation of pace targets.
- **MINT+** – A joint venture between Simpleview and Destinations International, the Meetings Information Network (MINT+) database is the DMO industry's exclusive data cooperative and a shared repository of information on organizations and their meetings and events. With over 150 partner clients, MINT+ helps destinations increase their account knowledge and prospect intelligently by using historical data and information on future bookings for meetings.

- **Simpleview Sales Quarterly (SSQ)** – The SSQ is the most comprehensive review of the DMO industry's sales performance. Each report examines aggregated data collected from over 200 DMOs to provide destination organizations with the information needed to support their sales strategies and stakeholder communications.



Our community realized that we needed a fresh perspective on what our business model should look like in the future. **The 2Synergize team was the vehicle that helped bring our community together, they created an inclusive environment for all stakeholders to have a voice** and helped us build a strategy to create a clearer path to achieve our goals in the future.”

– Kireem Swinton
Vice President of Sales & Customer Experience,
Visit Baltimore



Consulting Projects:



Customer Research:

- **Buyer Insights** – This qualitative research involves interviewing recent buyers (including lost business) to uncover themes and develop personalized approaches to fuel sales and marketing activities based on the examination of their buyer’s journey to select a destination for a meeting.
- **Customer Advisory Board (CAB) Facilitation** – We plan and facilitate CABs to provide valuable insights for DMOs. Our interactive sessions foster collaboration and ensure strategic alignment through meaningful discussions and gathering crucial feedback for your destination’s success.



Sales Intel & Data Services:

- **Destination Attractiveness Comparative Cities (DACC)** – Examine the known variables that attract or repel conventions and attendees to understand where a destination ranks against national aggregates and custom competitive sets.
- **Destination Attractiveness Mathematical Market Metrics (DAMMM)** – Produce a quantitatively and empirically based estimation of a DMO’s fair share of convention room nights for a given year based on 20+ attractors and variables.



Sales Strategy Consulting:

- **Site Experience** – We provide consultation and resources to support transitioning your destination to newly enhanced site responsibilities and processes to highly personalize and differentiate a destination and increase conversion with every site experience.
- **Citywide Sales Strategy** – Overcome the challenge of uniting citywide sales strategy where hotels, convention centers, and other key stakeholders in the ecosystem are on the same page. Give your destination a competitive advantage when advocating for the customer and gain alignment around business value, success metrics, account management, and communications.



Engaging 2Synergize has honed our abilities to effectively score valuable business leads. Through the dynamic workshops they led with our local hotel representatives, enriched by their in-depth insights and conclusive report, they’ve enabled us to refine our strategic approach. **This alignment ensures we leverage the prime qualities of our destination in harmony with our accommodation partners, setting new benchmarks for our collaborative success.”**

– **Maria Grasso** | Senior Vice President
Convention Division, Philadelphia Convention
& Visitors Bureau



Give your destination the **data-driven decisions it deserves.**

2Synergize, LLC is a Simpleview consulting agency specializing in the DMO industry, with a laser focus on helping destinations and partner organizations gain a competitive edge in the meetings and events market.



LET’S TALK

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