

A person wearing a bright yellow long-sleeved shirt is leaning over a desk, looking down at a laptop. The desk is light-colored wood. In the background, there are purple chair legs and a white wall. The overall scene is brightly lit and clean.

A QUICK Q WEBINAR

# Easing the Complexity of Setting Sales Goals During a Pandemic

Rachel Benedick, EVP Sales and Services, Visit DENVER

Doug Bennett, SVP Convention Development, Louisville Tourism

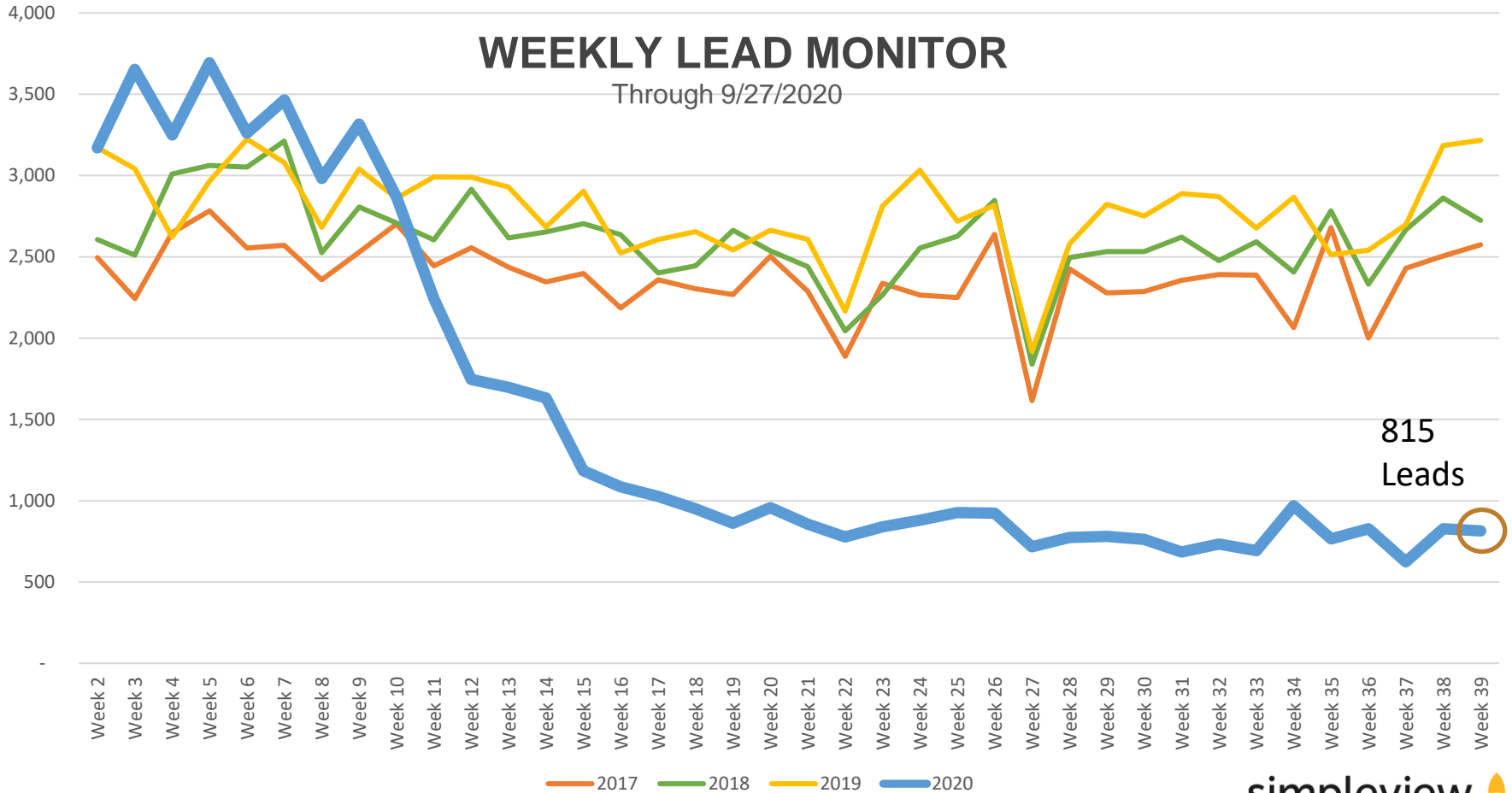
Darren Green, SVP Sales, LA Tourism & Convention Board

Moderated by Christine “Shimo” Shimasaki, Managing Director

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# WEEKLY LEAD MONITOR

Through 9/27/2020

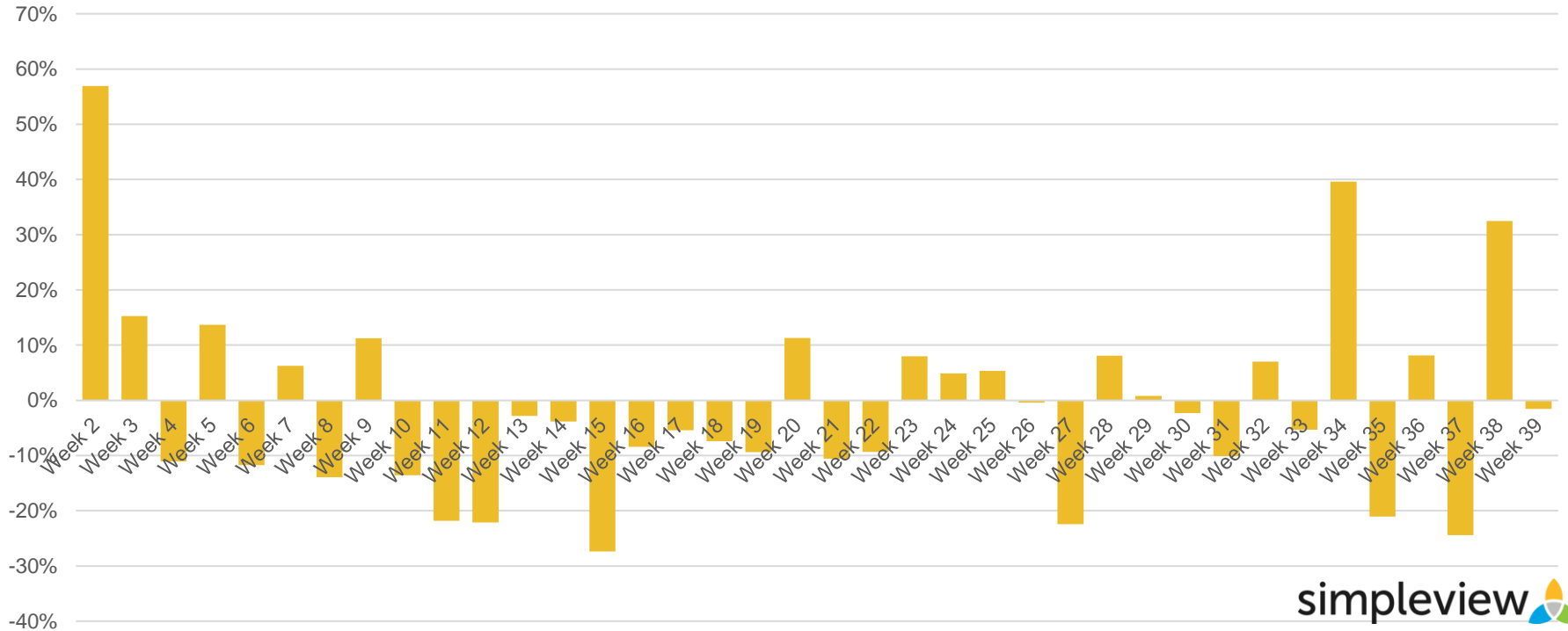


815  
Leads

# WEEKLY LEAD MONITOR

Through 9/27/2020

## 2020 % Change



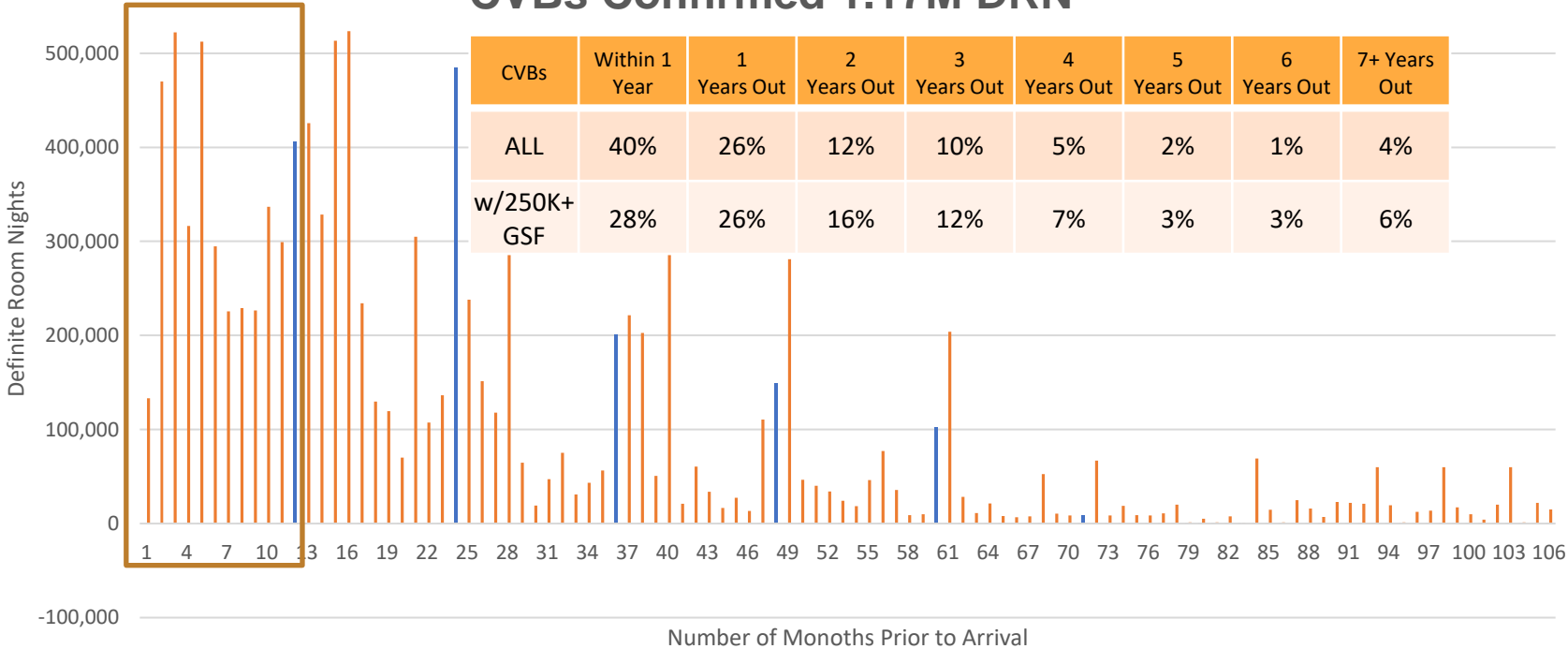
# 2020 BOOKING WINDOWS SINCE APRIL

Date Definite to Arrival

4/1/2020 - 9/27/2020

40% of RNS  
Booked Within  
One Year to  
Arrival

## CVBs Confirmed 1.17M DRN



# Difference Between Year-End Goals & Sales Production Goals:

## Year-End

(aka Consumption Benchmark)

- Based on Arrival Date
- Used in pace reports
- A major focus of hotel partners

## Sales Production

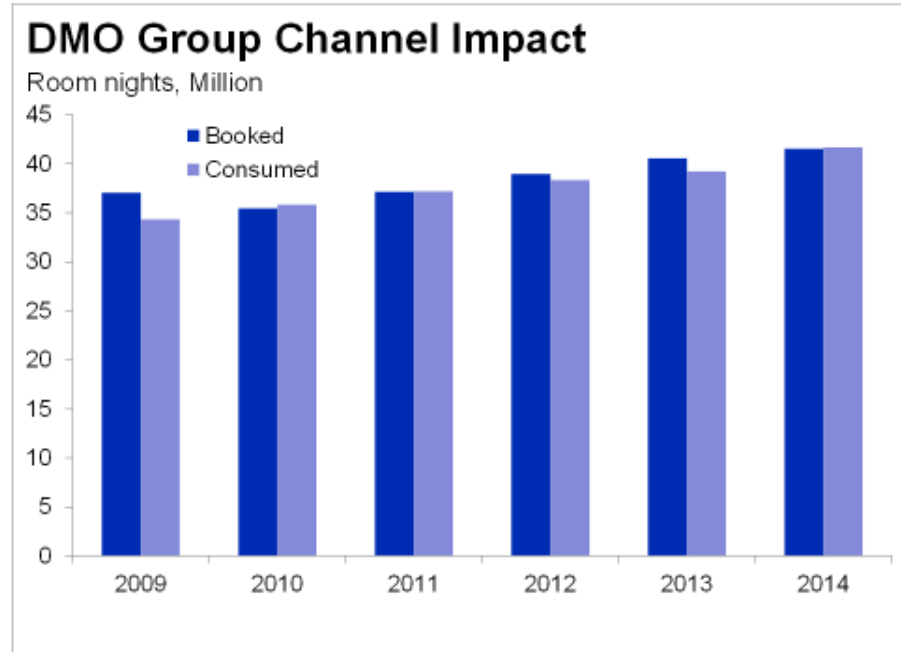
(ind/team, often tied to incentives)

- Based on Definite Date, regardless of arrival date
- Commonly used to track individual and team performance



Relationship  
between Year-End  
(Consumed) and  
Sales Production  
(Booked)  
Performance

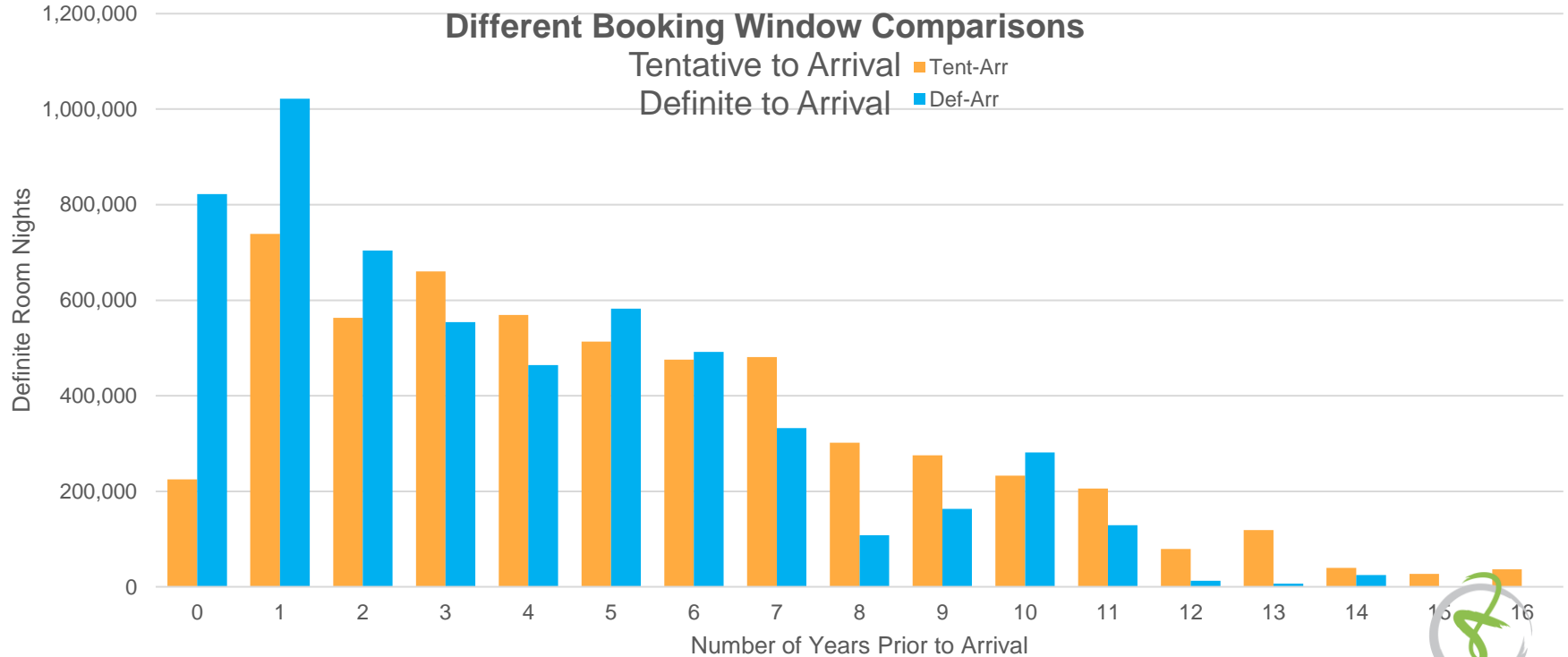
**Booked and consumed events approach parity**



# What methods have you relied on to set production goals for your sales team?

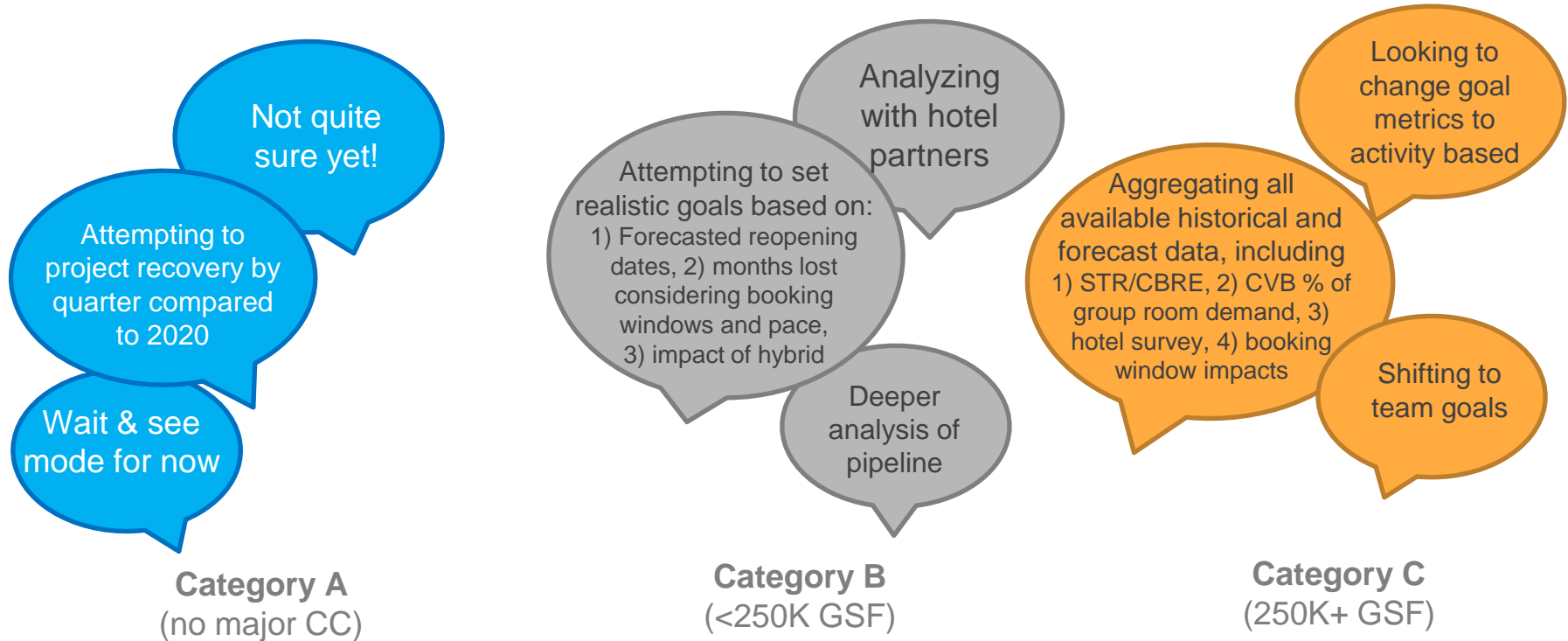
	ALL	A (no major CC)	B (<250K GSF)	C (250K+ GSF)
Historical booking trends, by manager, by market, etc.	90%	91%	84%	100%
Tentative pipeline review	67%	52%	66%	88%
Booking window analysis	49%	43%	47%	59%
Direction from hotels	39%	30%	25%	76%

# BOOKING WINDOW VISUAL EXAMPLE





# Now what? How are we going to set sales production goals?



# GOAL SETTING – SALES BEHAVIOR

**Then**

## Account Management

**35%**

Managing New Business - Prospects	20%
Retaining/Rebooking Current Business	10%
Account Outreach	5%

## Proactive Sales

**50%**

Prospecting	20%
Face to Face - Sales Calls, Trips, Entertainment	23%
Site Inspections	2%
Tradeshows	5%

## Member/Stakeholder Engagement

**15%**

Hotels	10%
Venues	5%



**Now**

## Account Management

**65%**

Managing New Business - Prospects	10%
Retaining/Rebooking Current Business	30%
New Account Outreach	25%

## Proactive Sales

**10%**

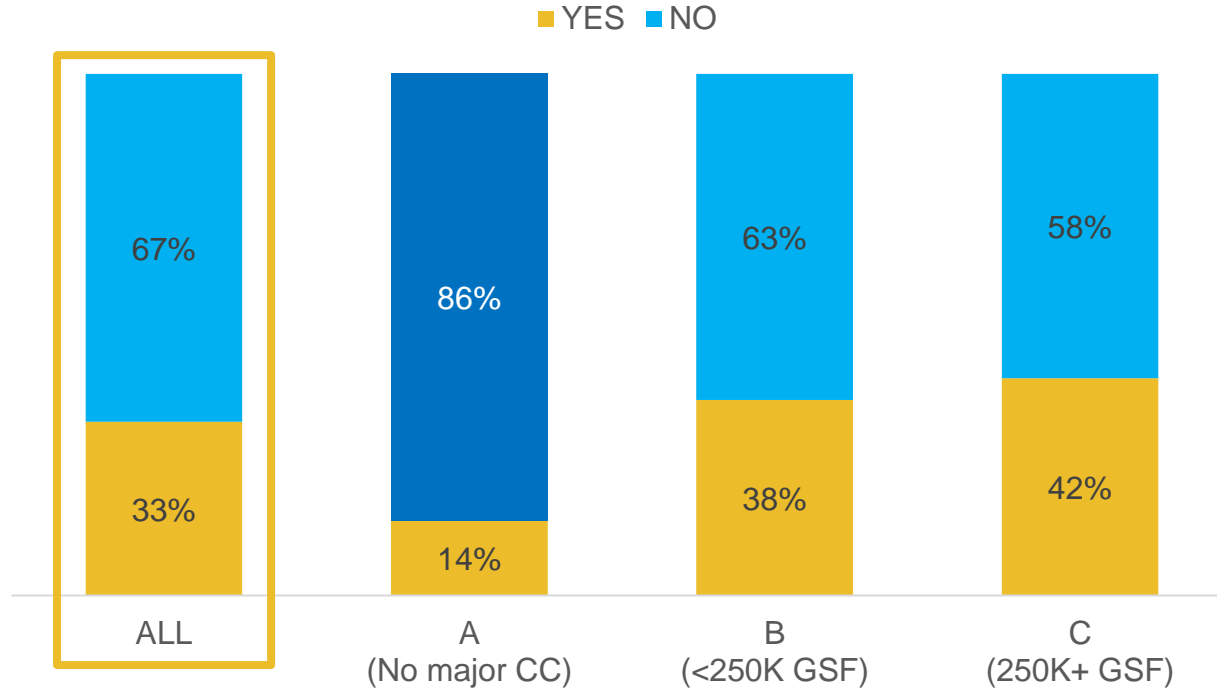
Prospecting	0%
"Virtual" Face to Face - Sales Calls	8%
"Virtual" Site Inspections	2%
Tradeshows	0%

## Member/Stakeholder Engagement

**25%**

Hotels	20%
Venues	5%

# Do you currently have an active incentive program?



## FOUR TAKE-A-WAYS:



Survey! Be in synch with your hotels on how they are setting goals.



Be driven by all the data available. Include both year-end and sales production goals in your stakeholder conversations.



Understand market segment trends and strengths for your destination.



Your team needs goals! Consider additional metrics to focus the team on what matters most.





2 synergize

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