

BUMS *on* SEATS

BUMSONSEATS.COM



PUTTING BUMS ON SEATS SINCE 2019

At Bums on Seats, we pride ourselves on our deep-rooted commitment to the hospitality industry. Since our inception our leadership team has cultivated a wealth of knowledge and insight into hospitality sales, industry trends, and client needs.

Founded by Amber Staynings in January 2019, we are proud to boast a diverse client portfolio that spans multisite UK-wide corporate enterprises, as well as small independents.

Amber Staynings & Ed Christmas



BUMS *on* **SEATS**

SALES EXPERTISE YOU CAN TRUST

To truly make an impact, we believe in providing end-to-end, bespoke solutions tailored to each partner. From creating unforgettable first impressions to ensuring bums on seats, our expertise covers every stage of the sales journey.

IDENTIFY AND CREATE OPPORTUNITIES:

We uncover potential and craft strategies to capitalise on every opportunity.

DELIVER AND EXECUTE STRATEGIES:

Our team implements tailored plans with precision and effectiveness.

ANALYSE AND IMPROVE PERFORMANCE:

We continuously assess and refine approaches to maximise results.
Partner with us for a seamless, impactful sales experience.

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OUR CLIENTS

ESTD 2017
TAP TAVERN

NO64
ARCADE BAR

THE CUMBERLAND



HUM
BUG



AMGUEDDFA
CYMRU

PORT BELLO
BREWERY

the
yummy
pub co.

HIJINGO

MOSAIC
PUB & DINING

Sonnys

The
Breakfast
Club
locally world famous

ALBERTS
SCHLOSS

YD!

BART & TAYLOR

Hard Rock

THE
CITY PUB
GROUP

THE
TRAITORS
LIVE EXPERIENCE

ESTD 1831
YOUNG'S

TOCA
Social

17 99
GREENE KING
BURY ST EDMUNDS

megan's

MARSTON'S

17 77
HALL & WOODHOUSE

INNIS & GUNN

BREWDOG

EST. 2018
BARGE
EAST
HACKNEY
WICK

BOUNCE
THE HOME OF PING PONG

OXYGEN
ACTIVEPLAY

Simmons
BARS

ARC
INSPIRATIONS

lucky voice



U
& B
SALT
YARD
GROUP

FULLER'S
CHISWICK

SOUND

ESTD 1865
CAMERONS
THE NORTH EAST BREWERS

W
WELLS & CO

QUEENS
skate • dine • bowl

FATTU

Dartmoor
Lodge

beds & bars

BUMS on SEATS

TESTIMONIALS

"Working with Bums on Seats this year has been invaluable for our GMs, equipping them with the skills to identify sales opportunities and create compelling reasons for customers to visit, driving both growth and innovation in our venues."

Mark Peters

Head of Talent
Fullers Pubs

"During the third quarter last year we engaged Bums on Seats to help our central sales team boost pre-booked sales. The Turnaround was really impressive.

Bums on Seats has a really collaborative approach with our inhouse team. It really helped build our sales especially over the Christmas period."

Clive Watson

Co-Founder
The City Pub Company

"Absolute experts in the industry. Bums on Seats in made up of extremely knowledgeable individuals who care about your business, strive to make you succeed in your sales mission and are just super fun to work with."

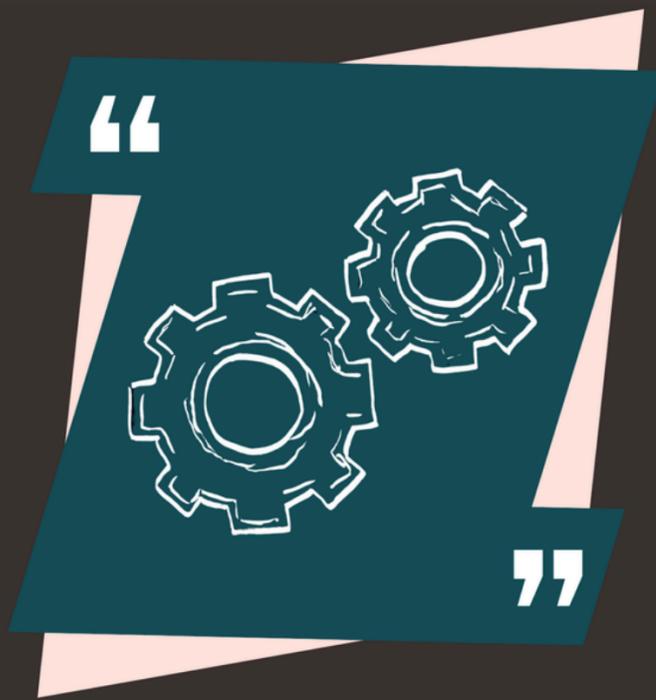
Sophie Herbert

Marketing Director
Beds & Bars

BUMS *on* **SEATS**

OUR SERVICES

We don't just focus on one part. We know that to deliver results and have the biggest impact on your business we need to work end to end (bum to bum you might say!). From first impressions to Bums on seats in venue – we offer support at every stage.



**HEALTH CHECKS &
BUSINESS PLANNING**



**PARTNER
CONSULTANCY**



TRAINING



**WHITE LABEL SALES
PROFESSIONALS**

BUMS *on* SEATS

HEALTH CHECKS & BUSINESS PLANNING

REVIEW YOUR SALES STRATEGY TO GROW SMARTER.

At Bums on Seats, we specialise in conducting thorough reviews and health checks of your business operations to uncover the most significant opportunities for sales growth.

COMPREHENSIVE ANALYSIS

At Bums on Seats, we specialise in conducting thorough reviews and health checks of your business operations to uncover the most significant opportunities for sales growth.

TAILORED BUSINESS PLANNING

Based on our findings, we develop a customised commercial strategy that aligns with your unique goals. Our approach ensures that every recommendation is actionable and tailored to your specific needs.

STRATEGIC INSIGHTS

We provide you with valuable insights into industry trends and competitor landscapes, empowering you to make informed decisions that drive growth.



BUMS *on* **SEATS**

TRAINING

INDUSTRY LEADING HOSPITALITY SALES TRAINING

As industry leaders in hospitality sales training, bums on seats has empowered over 3,000 individuals with the skills and knowledge to excel. Our comprehensive training solutions are backed by a proven track record and a mountain of testimonials, solidifying our reputation as experts in the field.

TRAINING PROGRAMME STRUCTURE

Face to Face Training: Our face-to-face training is both interactive and engaging (we don't sit with our 'Bums on Seats'!)

IRL Break Out Tasks: Our IRL (In Real Life) break-out tasks are built around real moments from pub*change for industry*life, helping teams practise simple, welcoming actions they can confidently use every day to make guests feel at home.

Lightbulb Moments: By using lightbulb moments (discussion points and questions) mixed with empowering information, combined with proven best practice.

Commitment Takeaway Points: We implement "Commitment" takeaway points in the workshops to ensure the learning outcomes aren't just for 'one day only' and that they are taken forward into every-day operational ways of working that align with your long-term sales goals.



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PARTNER CONSULTANCY

ELEVATE YOUR BUSINESS WITH PROVEN EXPERTISE

Discover the difference with our Partner Consultancy, where over seven years of experience and an impressive client portfolio set us apart. We proudly serve a diverse range of industries, including pubs, restaurants, fine dining, hotels, conference and event spaces, experiential concepts, competitive socialising, and QSR businesses. Our expertise even extends to multifaceted operations across Europe.

WHY CHOOSE OUR PARTNER CONSULTANCY?

A true partnership: We believe in building positive, passionate, and honest partnerships. Our approach focuses on your strengths while addressing challenges with innovative solutions.

Comprehensive expertise: As pioneers in sales consultancy, we bring unparalleled knowledge and insights to every project. Our team is committed to delivering exceptional results and holding ourselves accountable for your success.

Holistic planning and strategy: Effective consultancy requires a solid plan and strategy. We ensure business and departmental alignment to drive cohesive and sustainable growth.

Customised solutions: Every business is unique, and so are our solutions. We tailor our consultancy services to fit your specific needs, ensuring a perfect fit for your goals.



BUMS *on* **SEATS**

WHITE LABEL SALES PROFESSIONALS

ENHANCE YOUR BUSINESS OPERATIONS

At bums on seats, we offer a unique white label solution, providing trained and experienced sales professionals to enhance your business operations on a short, mid, or long-term basis. Our team is dedicated to delivering superior results tailored specifically to your needs at a cost-effective solution that can match the price of a traditional employee.

SALES SUPPORT PACKAGE

Monthly internal sales meetings, Comprehensive systems support, Data analysis
Training workshops, Quarterly progress meetings, Immediate revenue driver

BUSINESS DEVELOPMENT MANAGER (BDM) PACKAGE

Flexible engagement, Minimum commitment, New b2b business database growth,
Existing b2b account growth, Mid to long term top line revenue driver

INBOUND ENQUIRY MANAGEMENT PACKAGES

Streamlined management, Flexible contracts, Guaranteed customer response time



BUMS *on* **SEATS**

HAIDI

HAIDI: YOUR PLUG-AND-PLAY SALES SOLUTION

Introducing HAIDI, the hospitality industry's only plug-and-play solution for sales reporting and AI task generation. Designed to be the ultimate sales partner, HAIDI empowers your team by transforming data into actionable insights and driving smarter decisions.

WHY CHOOSE HAIDI?

Streamlined sales reporting: HAIDI simplifies sales reporting, providing clear, actionable insights that every general manager can easily understand and utilise.

AI driven task generation: Our ai agent enhances team efficiency and knowledge by generating tasks that align with your business goals, ensuring your team stays focused on what matters most.

One Stop Shop: As your comprehensive sales partner, haidi offers everything you need in one convenient platform, eliminating the need for multiple tools and solutions.

Proven results: With haidi, businesses have seen significant improvements in team efficiency and sales conversions, making it a trusted choice for driving growth.

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HAIDI

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Let's Talk

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CONTACT@BUMSONSEATS.ORG



0333 090 8527



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