

Purpose

These guidelines apply to properties without a dedicated Sales Person, where the General Manager is responsible for outside sales. At these properties, sales activity is smaller in volume but no less important, a consistent, modest effort each month keeps the property visible in the local market and keeps current accounts engaged, without pulling the GM away from running the hotel.

Monthly Outside Sales Commitment

The General Manager will spend a minimum of four (4) hours per month on outside sales calls, conducted in person. This time should be scheduled on the calendar in advance, ideally in one or two blocks rather than squeezed in unplanned between other duties. Outside sales at these properties does not need to happen every week, but it does need to happen every month without exception.

Guidelines for the 4-hour monthly block:

- Spread across the month or consolidate: Into one longer visit day, or two shorter visits, whichever fits the property's staffing and season better.
- In-person: In the field, visiting businesses, event venues, and organizations rather than calling from the office.
- Plan a next step for each visit before leaving, whenever practical, so the trip counts toward pipeline even if the initial contact is brief.
- Log every call into the Bullet the same day, including who was met, what was discussed, and the agreed next step.
- Coordinate coverage with front desk and housekeeping coverage before stepping away for a sales visit, outside sales should never come at the cost of guests being unattended.

Focus Area 1: Local Demand Generators

The larger share of the monthly time should go toward building relationships with the businesses, venues, and organizations in the market that generate hotel room nights and event business. The goal is for the property to be the first call these organizations make when they or their guests need a place to stay or host an event.

Priority categories to call on:

- Local employers & industry: HR and office managers at manufacturers, distribution centers, hospitals, and other employers who host visiting staff, trainers, contractors, or new hires.
- Event and wedding venues: Wedding venues, banquet halls, breweries, and event spaces that need overflow room blocks for out-of-town guests.
- Sports, associations & tournaments: Associations, chambers of commerce, and civic organizations that host meetings, conferences, or tournaments.
- Community & faith organizations: Funeral homes, churches, and community organizations that regularly need room blocks for visiting family or guests.
- Relocation & extended stay: Relocation coordinators, real estate offices, and school districts that may need extended-stay or interview-related lodging.
- Construction & project crews: Construction project managers and utility crews working on projects near the property that need weekly or monthly room blocks.



For each new contact, the General Manager should learn their busy seasons, their current hotel habits, and what would make the property their preferred choice, then follow up with the right information (rates, group policies, amenities) rather than a generic pitch.

Focus Area 2: Current Client Relationships

A portion of the monthly time should be reserved for maintaining relationships with existing corporate accounts, repeat group bookers, and past event clients. Retaining and growing current business is as important as generating new business, and it costs far less.

- **Regular check-ins:** Check in periodically with top accounts, even when there is no active booking, to confirm they're satisfied and to stay ahead of upcoming needs.
- **Post-stay follow-up:** Thank repeat bookers after a stay or event and ask for quick feedback while it's fresh.
- **Proactive updates:** Notify current clients of rate changes, renovations, or new amenities before they hear about it elsewhere.
- **At-risk accounts:** Flag any client who has gone quiet or reduced their bookings so it can be addressed before the relationship is lost.



Although a task everyone should take on, Parking Lot Shops are key in smaller markets with competitors. Ensure that the General Manager is conducting these weekly between the hours of 7pm and 7am on Tuesday or Wednesday to identify any clients that can potentially be shifted to the property.

Planning & Reporting

To keep outside sales efforts organized and visible to management, the employee will maintain the following:

- **Target account list:** A running list of target accounts by category (new demand generators and current clients), updated monthly.
- **Call log:** Notes on every outside sales visit, logged the same day, including next steps and follow-up dates.
- **Weekly recap:** A brief weekly recap in your Bullet summarizing calls made, key conversations, and any leads generated.

Suggested Weekly Rhythm

Time Spent	Focus	Notes
2.5 Hours	New Demand Generators	Cold and warm visits to prospective accounts.
1.5 Hours	Current Client Check-ins	Retention visits, thank-yous, and updates.



This rhythm is a starting point, the General Manager should adjust the split as the target account list and current client base grow, while keeping the total around four hours per month.