

Purpose

These guidelines define how the Sales & Event Coordinator spends time on outside sales each week. The role exists to grow the property's transient, group, and event business by building genuine relationships with the demand generators in our market and by keeping current accounts engaged, informed, and satisfied. Outside sales is a scheduled, protected part of the workweek, not something fit in around other duties.

Weekly Outside Sales Commitment

The employee will spend a minimum of four (4) hours per week on outside sales calls, conducted in person. This time should be scheduled in advance, blocked on the calendar, and treated with the same priority as a guaranteed meeting. It should not be the first thing sacrificed when the property gets busy, outside sales is what keeps the property busy in the first place.

Guidelines for the 4-hour block:

- Distribute across the week or a set day: This can be split across at least two different days when possible, rather than one long block if needed, so the employee stays visible in the market consistently rather than in a single burst.
- Primarily in-person: In the field, driving to businesses, event venues, and organizations rather than calling from the desk. Phone or email follow-up to a call made this way does not count toward the 4 hours.
- 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 Weekly Sales Recap, including who was met, what was discussed, and the agreed next step.

Focus Area 1: Local Demand Generators

The majority of outside sales 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 to become a known, trusted point of contact, someone these organizations think of first 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/clinics, 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. When event space is present at the employees facility, the focus should be on gaining the rooms from the venues events.
- 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 employee 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 weekly outside sales 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 is far less costly.

- **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 either the employee or 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 sent to the General Manager 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 employee and General Manager should adjust the split as the target account list and current client base grow, while keeping the total around four hours per week.