



Synergy Select - The Custom Advantage

AVAILABLE SERVICES

- **Lead & Inquiry Management:** Efficiently manage incoming leads and inquiries, ensuring timely responses and seamless handoffs to your sales team.
- **Sales Platform & RFP Support:** Assist with responses on leading sales and RFP platforms (Cvent, Lanyon, MarRFP) to maximize opportunities and maintain a professional presence.
- **Proposal, Contract & Agreement Assistance:** Support the creation, review, and delivery of proposals, contracts, and group agreements to streamline sales operations.
- **Group & Room Block Coordination:** Manage group blocks, rooming lists, and pick-up tracking to ensure accuracy, reduce errors, and enhance guest experiences.
- **Primary Point of Contact for Leads:** Serve as a dedicated liaison for incoming leads, providing prompt and professional communication on behalf of your property.
- **Client Correspondence & Follow-Up:** Maintain consistent and personalized communication with clients to nurture relationships and drive conversions.
- **CRM Management & Data Maintenance:** Keep your CRM up to date, ensuring data accuracy, proper segmentation, and actionable reporting for your sales team.
- **Social Media Support & Management:** Assist with social media strategy, content creation, and posting to enhance your property's online presence.
- **Housing Platform Oversight & OTA Coordination:** Coordinate housing platforms and monitor OTA activity to streamline bookings and prevent discrepancies.
- **Marketing & Sales Collateral Support:** Prepare and deliver marketing materials and sales collateral to support outreach campaigns, property promotions, and growth initiatives.
- **Prospecting & Lead Development:** Assist in identifying, qualifying, and engaging potential clients to expand your sales pipeline and drive revenue.
- **Event Space Coordination & Lead Correspondence:** Manage event space inquiries, track communications, and maintain accurate follow-up for prospective bookings.
- **Event Calendar Management:** Track, organize, and maintain event calendars to ensure all dates, deadlines, and schedules are accurate and easily accessible.
- **Banquet Event Order (BEO) Oversight:** Review, manage, and update banquet event orders to guarantee all event details are precise, complete, and executed.
- **Custom Lead Capture Solutions:** Provide custom lead form links/ QR codes for effortless lead transfer, ensuring no opportunity is missed.
- **Revenue Strategy Participation:** Participate in revenue calls and strategic discussions to provide administrative support and insights that drive property performance.

Support, Your Way

Experience the ultimate flexibility with a service package built entirely around your property's unique needs. Combine elements from our Essential, Elevated, and Full Service Support plans to create a customized solution designed to enhance efficiency, strengthen sales performance, and deliver results that align perfectly with your goals. Your hotel, your way – powered by Synergy.

Get in Touch with Us:

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