

Evolving Reality: The Modern Sales Professional



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Agenda:

1. Our mission & purpose of HSMAI Foundation study
2. Historical Review of Sales
3. Impact of Changing Buyer Behavior on Sales
4. Moving Forward: The New Priorities
5. Moving Forward: Your Action Items



*To grow business for hotels
and their partners through
sales, marketing and revenue
optimization.*



The HSMAI Foundation's mission is to develop knowledge and insights for the future to fuel sales, inspire marketing and optimize revenue

Historical View



Selling is:

- An action composed of multiple elements that encompass the full range of human emotions (intimacy, pressure, conquest, exhilaration, intuition), reasoning (insight, planning, coordination, measurement), and behavior (professionalism, public comportment, systems and processes).

	Manipulation			
<i>Timeframe</i>	1800 to present			
<i>Primary Approach</i>	Make the sale through any means even if premise is unethical, illegal or untrue			
<i>Power</i>	Seller			
<i>Role of Prospect or buyer</i>	To believe the impossible was true; to buy on faith			
<i>Relationship</i>	Sporadic occurrences; emotional based			
<i>Sales Technique</i>	Bait and switch Pressure (peer, status)			
<i>Descriptors</i>	Snake oil salesman, used car salesman			

	Manipulation	Control		
<i>Timeframe</i>	1800 to present	1920's to present		
<i>Primary Approach</i>	Make the sale through any means even if premise is unethical, illegal or untrue	Father knows best -- knowledge controlled by producer. To create needs		
<i>Power</i>	Seller	Seller		
<i>Role of Prospect or buyer</i>	To believe the impossible was true; to buy on faith	To listen and learn; to imagine what could be if they owned/used xxx		
<i>Relationship</i>	Sporadic occurrences; emotional based	Standardized interactions utilizing phone, conventions, drop-by, scheduled meetings, ads		
<i>Sales Technique</i>	Bait and switch Pressure (peer, status)	Product/service is the best way to solve the buyer's problems. Hunters and gathers.		
<i>Descriptors</i>	Snake oil salesman, used car salesman	Schmooze, wine and dine, charisma		

	Manipulation	Control	Consultation	
<i>Timeframe</i>	1800 to present	1920's to present	Late 1960's to present	
<i>Primary Approach</i>	Make the sale through any means even if premise is unethical, illegal or untrue	Father knows best -- knowledge controlled by producer. To create needs	Identify prospect/ buyer needs; connect to benefits of product	
<i>Power</i>	Seller	Seller	Seller	
<i>Role of Prospect or buyer</i>	To believe the impossible was true; to buy on faith	To listen and learn; to imagine what could be if they owned/used xxx	To seek advice, greater understanding of what the seller had to offer	
<i>Relationship</i>	Sporadic occurrences; emotional based	Standardized interactions utilizing phone, conventions, drop-by, scheduled meetings, ads	Salesperson as expert creating win-win situation for individual client	
<i>Sales Technique</i>	Bait and switch Pressure (peer, status)	Product/service is the best way to solve the buyer's problems. Hunters and gathers.	Structured for efficiency. Demonstrate relationship between product benefits and buyer needs	
<i>Descriptors</i>	Snake oil salesman, used car salesman	Schmooze, wine and dine, charisma	Someone buyer likes to do business with	

	Manipulation	Control	Consultation	Collaboration
<i>Timeframe</i>	1800 to present	1920's to present	Late 1960's to present	Late 1990's to present
<i>Primary Approach</i>	Make the sale through any means even if premise is unethical, illegal or untrue	Father knows best -- knowledge controlled by producer. To create needs	Identify prospect/ buyer needs; connect to benefits of product	Solve problems; provide advice; work together
<i>Power</i>	Seller	Seller	Seller	Buyer
<i>Role of Prospect or buyer</i>	To believe the impossible was true; to buy on faith	To listen and learn; to imagine what could be if they owned/used xxx	To seek advice, greater understanding of what the seller had to offer	To take a broader perspective, find solutions to benefit organization
<i>Relationship</i>	Sporadic occurrences; emotional based	Standardized interactions utilizing phone, conventions, drop-by, scheduled meetings, ads	Salesperson as expert creating win-win situation for individual client	Complex exchange of advice, solutions, ideas. Mutual benefit. Long-term.
<i>Sales Technique</i>	Bait and switch Pressure (peer, status)	Product/service is the best way to solve the buyer's problems. Hunters and gathers.	Structured for efficiency. Demonstrate relationship between product benefits and buyer needs	Integrated team approach to solving problems. Planning and analysis.
<i>Descriptors</i>	Snake oil salesman, used car salesman	Schmooze, wine and dine, charisma	Someone buyer likes to do business with	Insight, buyer-oriented

Impact of Changing Buyer Behavior



New facts:

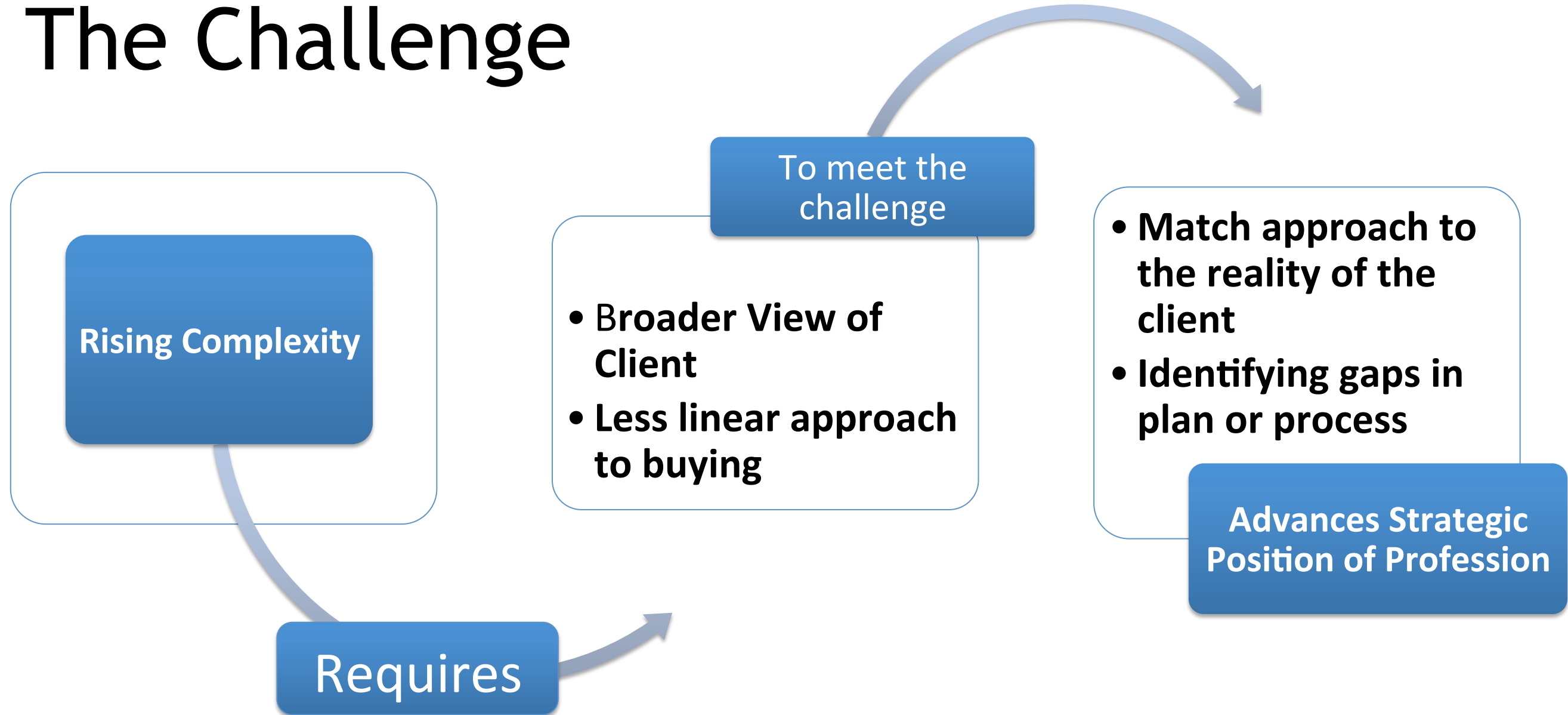


1. We no longer control the sale; we no longer control information
2. Process approach based on past reality...can influence buy can't form how buyer thinks
3. Buyer is more educated, engaged, knowledgeable, sophisticated, experiences.

Implication: A more educated buyer with....

- Global knowledge capacity
 - Comprehensive
 - Unlimited scope
- Does not require human interaction to obtain information
 - Price
 - Availability
 - Booking
 - Evaluating

The Challenge



Moving Forward



Sales Professional Must Move Far Beyond Being a:

1. Helper
2. Assistant
3. Satisfier
4. Controller



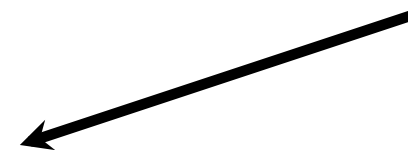
The **ART** & Science of Selling: ***The Evolved Sell***

Salesperson



Insight into client
Focus on situations
internal and external

Reframe the discussion



- Are buyers asking the right questions
- What should they be concerned with?
- Reveal needs they were unaware of

Priorities of the modern sales professional

1. To be a strategic collaborator
2. To be a source of reliable analysis
3. To effectively manage demand to create value
4. To utilize a progressive development process



Strategic Collaboration

- Internal: support of an integrated team
- External: current client may not be decision-maker
 - Source meaningful extensions of current demand
 - Extend connection with current clients
 - Source and value potential clients
 - All the while supporting mission of organization
- Requires superior listening skills, ability to negotiate, to think differently.

Source of Reliable Analytics

- Produce and present timely, useful, creative information that provides ideas, trends, and facts to management, ownership, and client
- Requires critical, conceptual and creative thinking skills

Manage Demand to Create Value

- Two aspects: for the client and for the company
- Revenue management is not only the role of the revenue manager; Revenue Optimization is the role of everyone. Requires financial management knowledge
- Develop in-depth customer insights; this entails extensive research, keen attention to detail, and strong analytical skills and full Team Collaboration

Progressive Development Process

- Personal: Build new technical and behavioral skills
- Business: Shift strategic thinking; define value (added and expected)
- Requires ability to plan and build strategy
- Think of your company as a collaborative sales organization. To accelerate the entire sales experience, what actions, policies, traditions, practices would you stop doing, start doing, or continue doing?
- Applies to you AND your team

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What are your action items and how can HSMAI help?





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FUEL SALES ■ INSPIRE MARKETING ■ OPTIMIZE REVENUE



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hospitality sales & marketing association international

The Hospitality Sales and Marketing Association International (HSMAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue.

hsmi regions:



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www.hsmmai.org

Screenshot of the HSMai website displayed in a web browser window. The browser address bar shows <http://www.hsmmai.org/home.cfm>. The website header includes the HSMai logo and navigation links: [about hsmmai](#), [foundation](#), [faq](#), [contact us](#). Below the header is a navigation bar with links: [knowledge center](#), [my hsmmai](#), [trends & research](#), [career development](#), [events](#), [news](#), and [renew](#). A user greeting "hello, margie!" is visible with links to [your profile](#) and [logout](#).

The main content area features a large banner for "New HSMai and MPI Dual Membership" with the MPI and HSMai logos. To the right, there is a "news & insights" section with articles such as "HSMai New York Chapter Revenue Management Insights 2012" and "HSMai Foundation Announces 2012 Recipients of Scholarship Program". Below this is a "calendar" section listing events like "October 30 - December 30, 2012 2012 Revenue Management Webinar Series" and "January 28, 2013 Adrian Awards Gala 2013". A "hsmmai tweets..." section displays a tweet from @HSMaiMEET.

At the bottom, there are three columns of featured content:

- fuel sales**: Strategic Negotiations For Sales Professionals, Urgent Memo To Hotel Sales Directors: It's Time To Return To Relationship Selling | By Doug Kennedy, Adrian Awards Gala 2013.
- inspire marketing**: Online Satisfaction and Experience in the Hospitality Industry, EVEN Hotels Announces First Property Signing, Adrian Awards Gala 2013.
- optimize revenue**: HSMai New York Chapter Revenue Management Insights 2012, RateGain's Hotel Pricing Trends - EMEA (Oct - Dec 2012), 2012 Revenue Management Webinar Series.

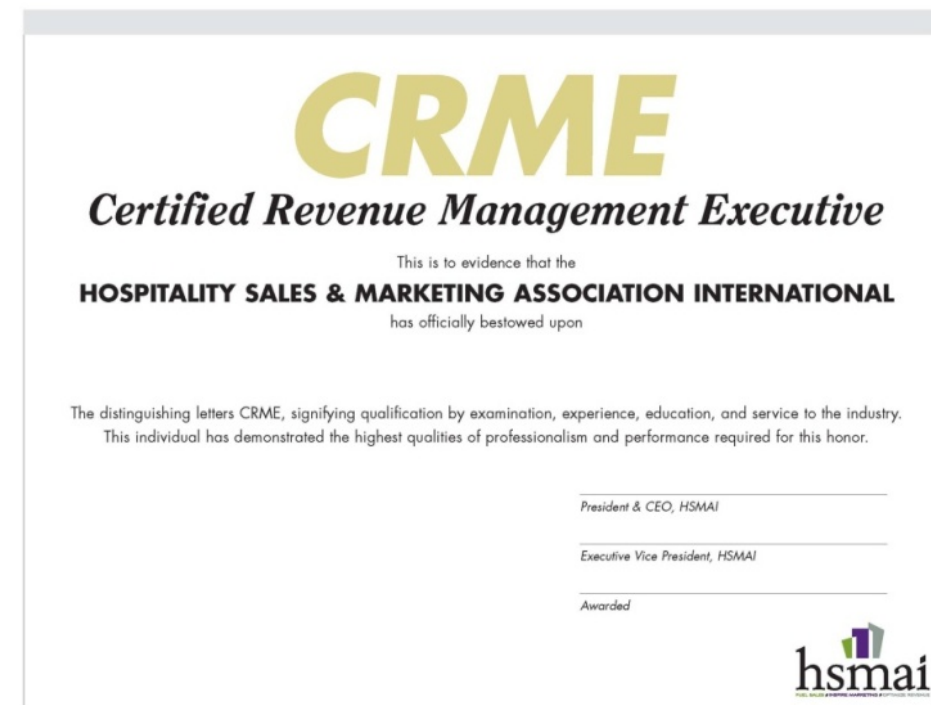
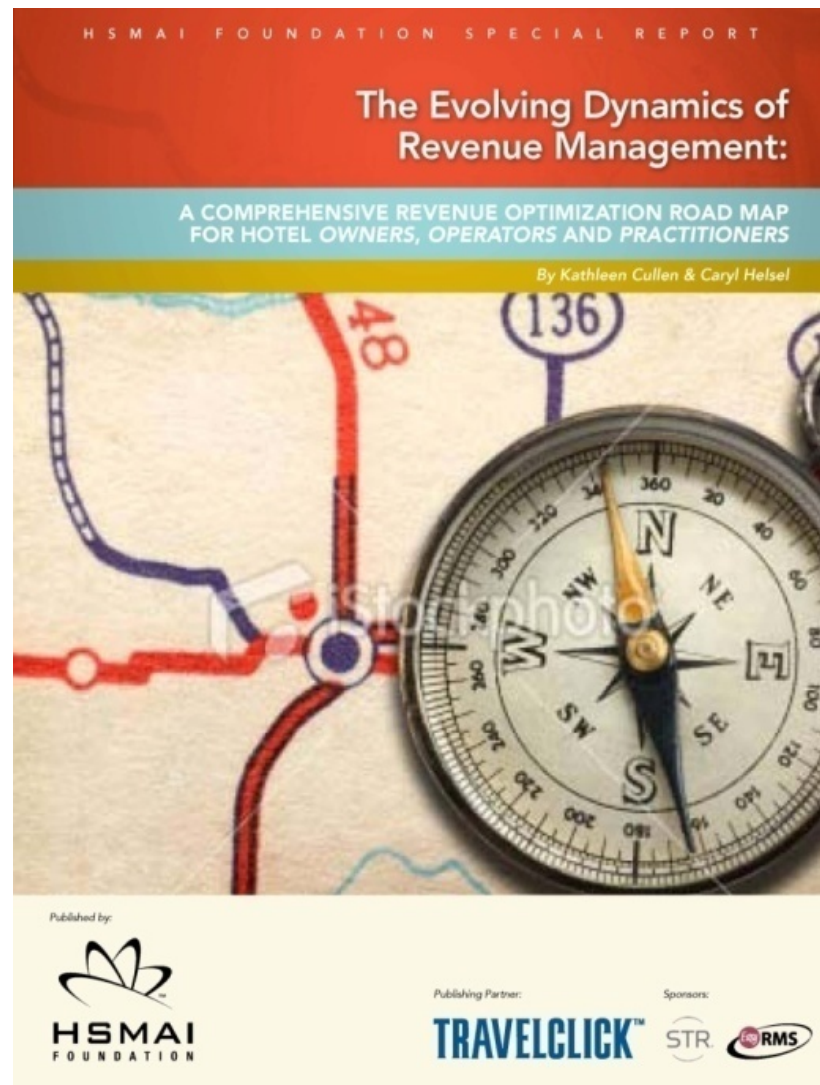
The browser window includes a sidebar with "Add to favorites" and "Web Slice Gallery" options. The taskbar at the bottom shows various application icons and the system clock indicating 1:17 PM on 10/25/2012.



Certified in Hospitality Business Acumen (CHBA)

Distribution Channel Analysis: a Guide for Hotels





Embrace Revenue Management and CRME

Evolving Reality: The Modern Sales Professional



The full report will be available at www.hsmmai.org later this fall

And if you are not a member, join today!

감사합니다 Natick
Danke Ευχαριστίες Dalu
Thank You Köszönöm
Grazie Tack
Спасибо Dank Gracias
谢谢 Merci Seé
ありがとう

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