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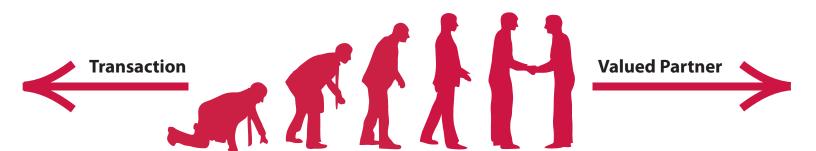
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The Evolving Role of Sales Professionals

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Question: What will it take to be perceived as valued partners?



Where are we as an industry currently considered along this continuum?

Our goal is to be essential to the planning process. Our industry must make a difference, carry our weight, and be fully committed to owning our customer in the destination and be significant to both our planners and our hotels.

Answer: Let's speak from our promies, our value, and our roles.

Our Promise

We are the best first point of contact to help planners find the right fit for any size meeting.

Our Value

- Comprehensive View of the Destination
- Local Expertise
- Extensive In-Market Relationships
- Free to Planners

Our Roles

Educators and Facilitators for Our Customers and Communities as:

- 1. Timesavers
- 2. Knowledge Providers
- 3. Connectors
- 4. Protectors

Stay connected. Be a champion.

Commit to promoting the value of your industry. Get involved with the Inside Out initiative.

insider@empowermint.com • www.empowermint.com/insider

Hotels

Planners

Provide them fully qualified leads that save time and duplicate work of researching RFPs.

Timesavers

Save them time and duplicate work of going direct to multiple parties.

Deliver complete and high quality information about the meeting and planner so they can differentiate their proposals.

Knowledge Providers

Offer them unique, expert knowledge to help them find the best match or deal for their meeting.

Facilitate relationships with planners and support the hotels' sales position by understanding the hotels well.

Connectors

Provide them with trustworthy connections and facilitate relationships within the destination.

Send trusted leads that the hotels are well-suited to deliver on, and help them understand how and when to communicate with the planners.

Protectors

Protect them from sales pressure when they are only researching, and keep them informed of any issues within the destination that can impact their meetings.



