



CHSL Study Guide Partner Commitment Form

HSMAI IS DEVELOPING A STUDY GUIDE THAT WILL SERVE AS THE BASIS FOR A NEW HOTEL SALES LEADERSHIP CERTIFICATION: THE CERTIFIED HOTEL SALES LEADER (CHSL).

PUBLICATION OBJECTIVES

This new global certification will demonstrate to sales leaders, their employers, their colleagues, and their peers that they are professionals in the field of hospitality sales leadership with tactical and strategic expertise in:

- Leading a high performing sales team
- Recruiting and managing the professional development of successful sales professionals
- Demonstrating overall commercial acumen including sales, revenue management, digital marketing, and distribution
- Interpreting sales data analytics and turning data insights into metric-supported strategies
- Applying best practices in hotel sales to grow revenue for their organization
- Communicating sales strategies effectively to owners, partners & other team members

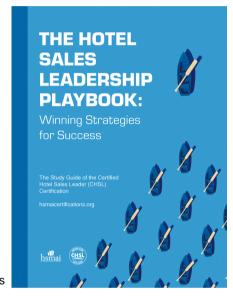


TABLE OF CONTENTS

- MANAGING THE SALES FUNCTION
- THE CONVERGENCE OF SALES **FUNDAMENTALS AND TECHNOLOGY**
- GROUP & CATERING BUSINESS
- BUSINESS TRANSIENT AND OTHER **DIRECT SALES SEGMENTS**
- REVENUE MANAGEMENT
- DIGITAL MARKETING & AI
- DISTRIBUTION
- ARTIFICIAL INTELLIGENCE
- LEVERAGING DATA ANALYTICS
- COMPETITIVE INTELLIGENCE
- BUSINESS ACUMEN
- LEADERSHIP
- **EFFECTIVE COMMUNICATION FOR SALES LEADERS**
- RECRUITING & RETENTION

WHO WILL BE USING THIS PUBLICATION?

The primary audience for the CHSL – and the study guide – is hospitality sales leaders from brands, management companies, and independent hotels and resorts who are leading teams and impacting front-line sellers...from corporate leaders who support onproperty teams to regional directors of sales who oversee multiple properties.

- DIRECTOR OF SALES & MARKETING KEY ACCOUNT DIRECTOR
- **DIRECTOR OF GROUP SALES**
- **DIRECTOR OF LEISURE SALES**
- DIRECTOR OF CORPORATE SALES
- **ASSOCIATE DIR. OF SALES & MARKETING**
- NATIONAL SALES DIRECTOR

- AREA DIRECTOR
- REGIONAL DIRECTOR OF SALES
- VICE PRESIDENT OF SALES
- GENERAL MANAGER (SELECT) SERVICE)
- STRATEGIC ACCOUNT DIRECTOR

To Finalize Partnership, Return Completed Commitment Form to: Mark Primuth at mark.primuth@hsmai.org Questions? Please reach out to our HSMAI Partnership Team:

CHSL Study Guide Partnership Opportunities

Cover Title Partner
(Exclusive Recognition)

\$7,500

- · Premium logo positioning on front cover
- Full-page welcome letter inside publication
- Recognition as a "Cover Title Partner" on inside front cover
- Company receives 100 printed copies
- Acknowledgement as a "Cover Title Partner" on the publication website page with logo

Full Page Welcome Letter Example Dear Hospitality Colleagues:

As the leading authority on global hotel industry performance trends, STR is proud to appoint the Amel edition of The Evolving Dynamics of Revenue and College and Colle

Publishing Partner

\$3,750

- Logo positioning on front cover
- Full-page welcome letter inside publication
- Recognition as a "Publishing Partner" on inside front cover
- Company receives 50 printed copies
- · Acknowledgment as "Publishing Partner" on the publication webpage

Supporting Partner

\$2,000

- Logo positioning on back cover
- Recognition as a "Supporting Partner" on inside front cover
- Company receives 25 printed copies

Back Cover
Logo Positioning
Example









hsmai



InterContinental Hotels Gro







WYNDHAM HOTEL GROUP

Bulk Purchase

\$750

- Logo positioning on back cover
- Company receives 10 printed copies of the publication

To Finalize Partnership, Return Completed Commitment Form to: Mark Primuth at mark.primuth@hsmai.org
Questions? Please reach out to our HSMAI Partnership Team:

President/CEO Bob Gilbert, Partnership Director Elise Rhinehart, or Partnership Coordinator Mark Primuth



CHSL Study Guide Partner Commitment Form

PARTNER OPPORTUNITIES

| Cover Title Partner (Exclusive) - \$7,500 Publishing Partner - \$3,750 Supporting Partner - \$2,000 Pre-Publication Bulk Purchase - \$750 | CHSL HSMAI SALES LEADER |
|--|-------------------------------|
| PARTNER COMMITMENT | |
| Partnership Tier Selected Above: | |
| Total Partnership Cost of Selected Tier: | |
| Other Notes: | |
| Signature Signifies Your Partner Commitment: | Date: |
| CONTACT INFORMATION | |
| Name: | |
| Title: | |
| Company: | |
| Billing Address: | |
| City,State,ZIP: | |
| Phone: | |
| Email: | |

To Finalize Partnership, Return Completed Commitment Form to: Mark Primuth at mark.primuth@hsmai.org
Questions? Please reach out to our HSMAI Partnership Team:

President/CEO <u>Bob Gilbert</u>, Partnership Director <u>Elise Rhinehart</u>, or Partnership Coordinator <u>Mark Primuth</u>

CANCELLATION & PAYMENT POLICY

Authorized signature signifies commitment to pay for service as stipulated herein. An invoice will be created and shared upon receipt of the commitment form. All requests are final. Full payment must be made in U.S. dollars drawn on a U.S. bank and received by HSMAI in order for company to receive benefits and recognition. HSMAI reserves the right to resell and/or reassign sponsorship(s) at sole discretion for reservations that are not paid in full 60-business days prior to the event date.