



CHSL Study Guide Partner Commitment Form

HSMAL 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 on-property teams to regional directors of sales who oversee multiple properties.

- DIRECTOR OF SALES & MARKETING
- DIRECTOR OF GROUP SALES
- DIRECTOR OF LEISURE SALES
- DIRECTOR OF CORPORATE SALES
- ASSOCIATE DIR. OF SALES & MARKETING
- NATIONAL SALES DIRECTOR
- KEY ACCOUNT 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@hsmal.org.

Questions? Please reach out to our HSMAL Partnership Team:

President/CEO [Bob Gilbert](#), Partnership Director [Elise Rhinehart](#), or Partnership Coordinator [Mark Primuth](#)

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 sponsor the 2nd edition of The Evolving Dynamics of Revenue Management. Serving as a testament to the mission of the HSMAI Foundation, the publication continues to cultivate knowledge, provide insight into the future of our business, and inspire revenue management and marketing professionals worldwide.

Like the HSMAI Foundation, STR understands that the hospitality industry plays a vital role in the global economy. In 2008, STR created London-based STR Global in an effort to enhance the capabilities of revenue managers throughout the world. Today, STR and STR Global partner with over 50,000 hotels in 165 countries to provide the industry with the largest global sample in the world – over 6.5 million rooms worldwide.

Throughout STR's 30-year history, we have been a collaborative partner in the evolution and success of the revenue management discipline through thought leadership, dedicated service and product development. Continuing in that tradition, we remain committed to our company's foundation and legacy of providing the industry with dependable, confidential and accurate data and data-driven services.

On behalf of all STR affiliates, employees and partners, we thank the HSMAI Foundation for the opportunity to sponsor this significant contribution to the advancement of the global hospitality industry. As a global partner to the industry, STR offers a growing network of representatives throughout the world who not only understand the needs of their region, but are also invested in its success. To learn more about our global network and services visit www.str.com.

Amanda Hill

Amanda Hill
President and COO, STR
Chairman of the Board, STR Global

STR.

30
Years

6.5
Million
Rooms

50,000
Hotels

165
Countries

Nashville
London
Singapore

+1 615 824 8664

www.str.com

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

Supporting Companies:



Back Cover
Logo Positioning
Example

Bulk Purchase \$750

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

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PARTNER OPPORTUNITIES

- Cover Title Partner (Exclusive) - \$7,500**
- Publishing Partner - \$3,750**
- Supporting Partner - \$2,000**
- Pre-Publication Bulk Purchase - \$750**



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: _____

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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.