

HSMAI LEADERSHIP FORUM | LEADING THE WAY | NOVEMBER 2023

ELEVATING SALES

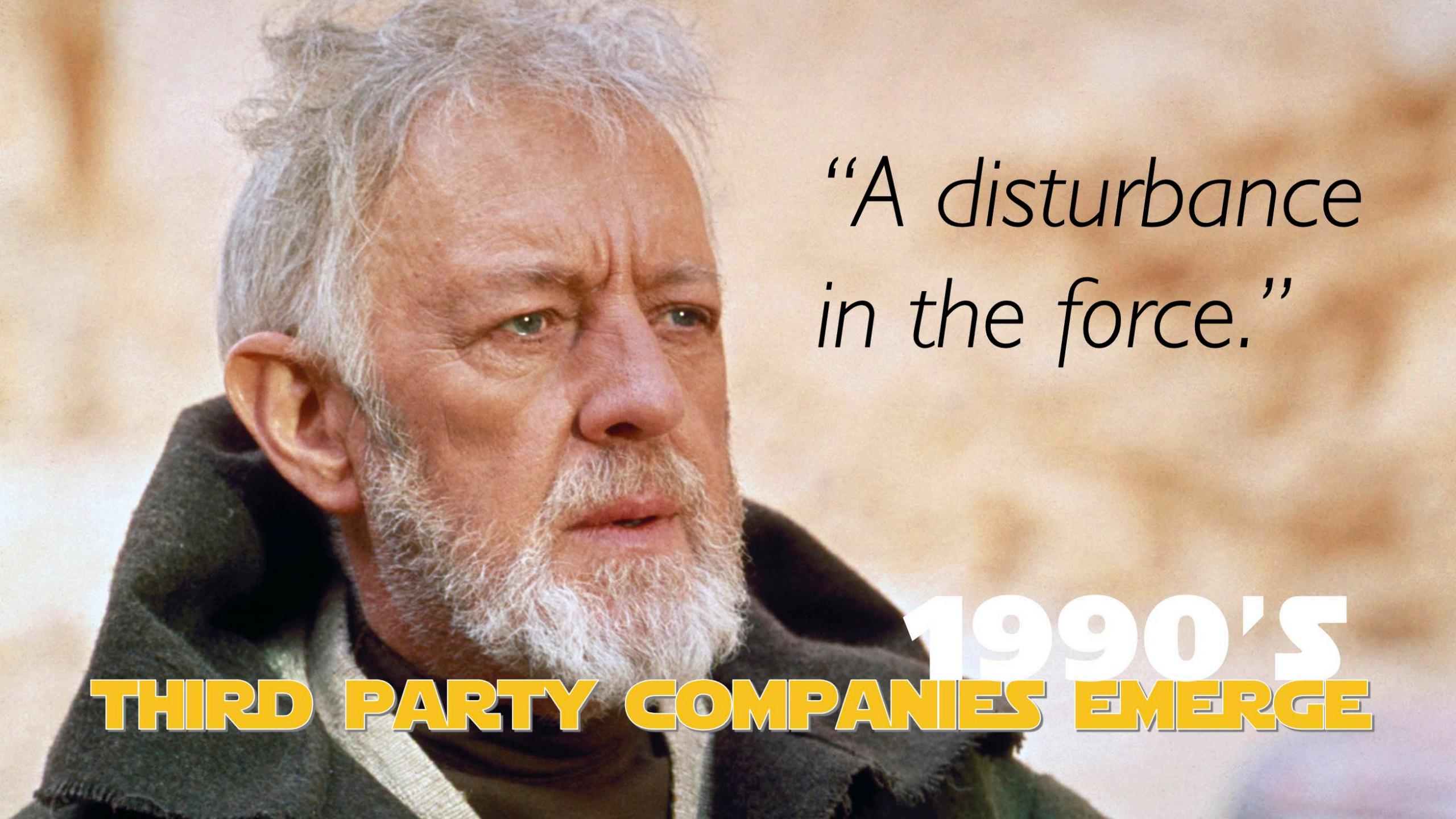


GISSELL MORONTA SVP, SALES & MARKETING
Atrium Hospitality @gissellmoronta



STAR THE EVOLUTION OF A SALES CAREER WARS

**A LONG TIME
AGO IN A GALAXY
FAR, FAR AWAY,
SALES WAS MASTER
OF THE UNIVERSE.
SALES, MARKETING
AND REVENUE
MANAGEMENT...**

A close-up portrait of Obi-Wan Kenobi from Star Wars: Episode IV - A New Hope. He has long, white hair and a full, white beard. He is looking slightly off-camera with a serious expression. The background is a warm, golden-yellow color.

*“A disturbance
in the force.”*

1990'S
THIRD PARTY COMPANIES EMERGE



DISRUPTORS

GDS | CRS | INTERNET BOOKINGS | RM SYSTEMS

A wide-angle shot of a massive hangar, likely the Death Star's hangar bay. In the foreground, many Stormtroopers in white armor are walking in formation. A massive, sleek white starship, possibly a TIE fighter carrier, dominates the center-left. The background shows more Stormtroopers and the vast, metallic walls of the hangar.

REVENUE MANAGEMENT EVOLVING

ADOPTED TECHNOLOGY

REVENUE OPTIMIZATION SYSTEMS

OWNERS TABLE WITH THE FACTS

ELEVATED TO EXECUTIVE LEVEL



MARKETING EVOLVING

ADVERTISING
WENT DIGITAL

OTA OPTIMIZATION
NEED

ADOPTED
TECHNOLOGY

ECOMMERCE
IS BORN!

STAR RISE OF THE EMPIRE WARS



COMMERCIAL STRATEGY IS BORN

WHO'S THE NATURAL LEADER OF THE NEW ORDER?

PLOT TWIST

THEY ARE NOT THE DARK SIDE

A collage of Star Wars characters. In the foreground, Han Solo (Harrison Ford) and Princess Leia Organa (Carrie Fisher) look directly at the viewer. Behind them, several rebel soldiers in green camouflage uniforms and white flight suits stand in formation, looking towards the left. The background is a dark, metallic interior of a ship.

REBEL ALLIANCE

INSPIRING – EVOLVED – FIGHTERS

A collage of Star Wars characters from the original trilogy. On the left, Han Solo and Chewbacca are shown in profile, looking towards the right. On the right, Luke Skywalker and Obi-Wan Kenobi are also in profile, looking towards the left. The background is a dark, moody space scene.

THE REAL PROBLEM IN THIS STORY

SALES KEPT STAGNANT – RESISTED TECHNOLOGY – WHAT SHOULD WE DO?



LET'S JOIN THE ALLIANCE

BRING BALANCE TO THE FORCE - WE ARE JEDI MASTERS THAT NEED TO LEAD THE WAY



LET'S JOIN THE ALLIANCE

BRING BALANCE TO THE FORCE - WE ARE JEDI MASTERS THAT NEED TO LEAD THE WAY

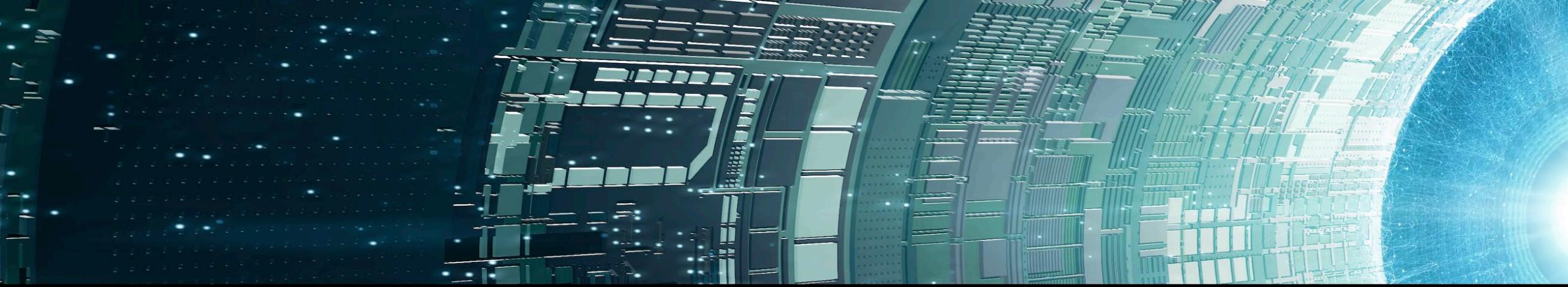
HARNESS OUR STRENGTH

RELATIONSHIPS



HUSTLE





MAKE TECHNOLOGY AN ALLY



CrystalKnows



Chat GPT



Visla



LinkedIn

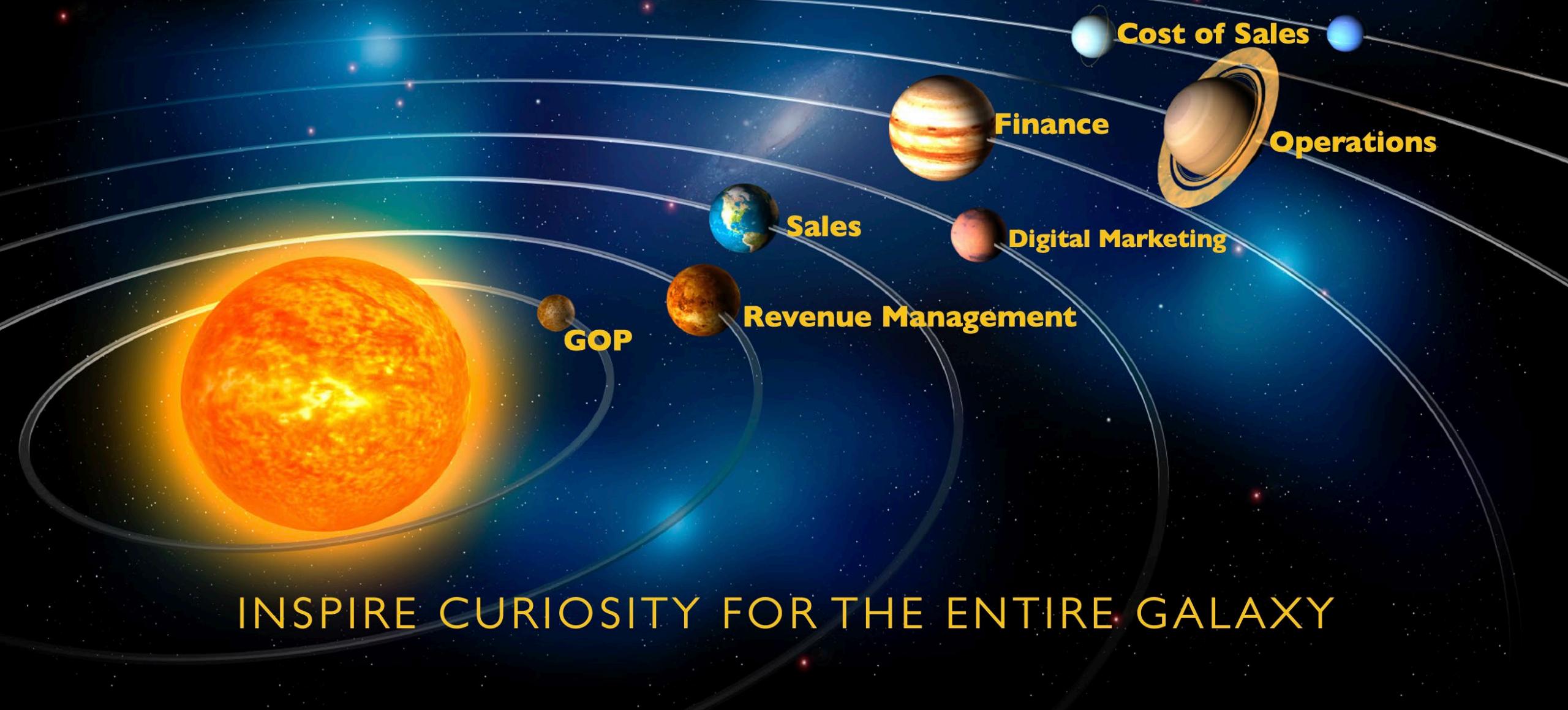


Hippo Video



BuzzSumo

BEYOND PLANET SALES





TRAIN LIKE A JEDI

- ✓ Revenue management Principles
- ✓ Understand how decisions impact market share
- ✓ Learn to play Tetris with patterns to maximize rooms and meeting space
- ✓ Digital Marketing



CERTIFIED HOSPITALITY SALES LEADER

COMMERCIAL KNOWLEDGE



CERTIFIED HOSPITALITY SALES LEADER

COMMERCIAL KNOWLEDGE

MAKE TECHNOLOGY AN ALLY

BEYOND PLANET SALES

GROW BUSINESS ACUMEN

THANK YOU



Gissell Moronta
SVP, Sales & Marketing
Atrium Hospitality



MAY THE FORCE BE WITH YOU