



HSMAI Sales Leader Forum

A Commercial Strategy Event

Leading the Way

Long Beach, CA, USA
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Strategic Issue #1

Revolutionizing Hotel Sales Today and Tomorrow



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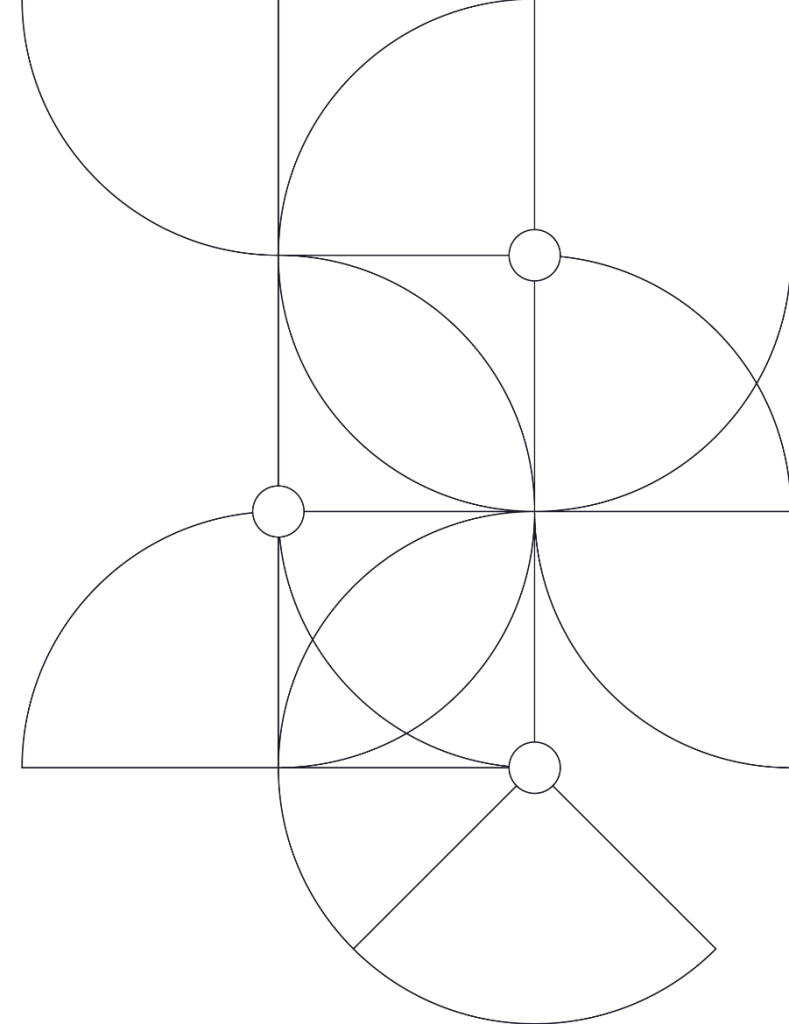
Revolutionizing Hotel Sales Today & Tomorrow

Prepared for 2023 HSMAI Sales Leader Forum
November 8, 2023

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Impact where it matters.





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B2B buyers are increasingly being influenced through digital channels

Journey orchestration

70%

Of a B2B buyer's purchasing decision is made outside of a face-to-face interaction⁽¹⁾



Identify where customers are in the buyer journey and what they need

Omnichannel experience

68%

Of B2B buyers say they will increase their use of digital shopping channels in the future⁽²⁾



Enable similar experiences across all channels

Personalization

73%

Of B2B buyers want a personalized, B2C-like experience⁽³⁾



Personalization is the expectation, not the exception

Yet most B2B companies haven't effectively capitalized on this trend. Why?

What does a personalized B2B journey look like?

What does it take?

Illustration: Example buyer journey



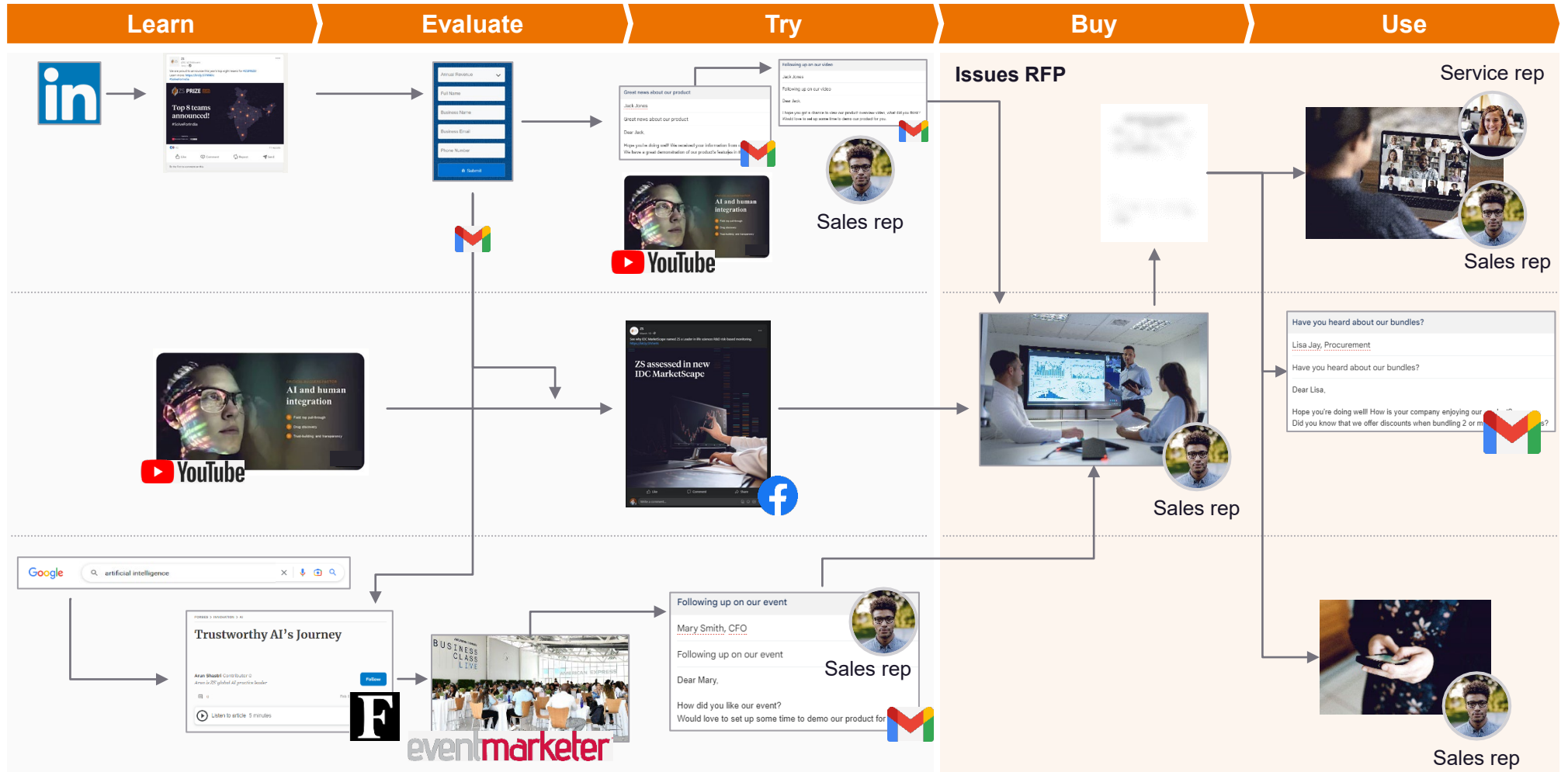
Jack
B2B buyer and end user
High digital affinity, expects a seamless experience, focused on product demo



Lisa
Procurement lead
Focused on product discounts, prefers digital interactions



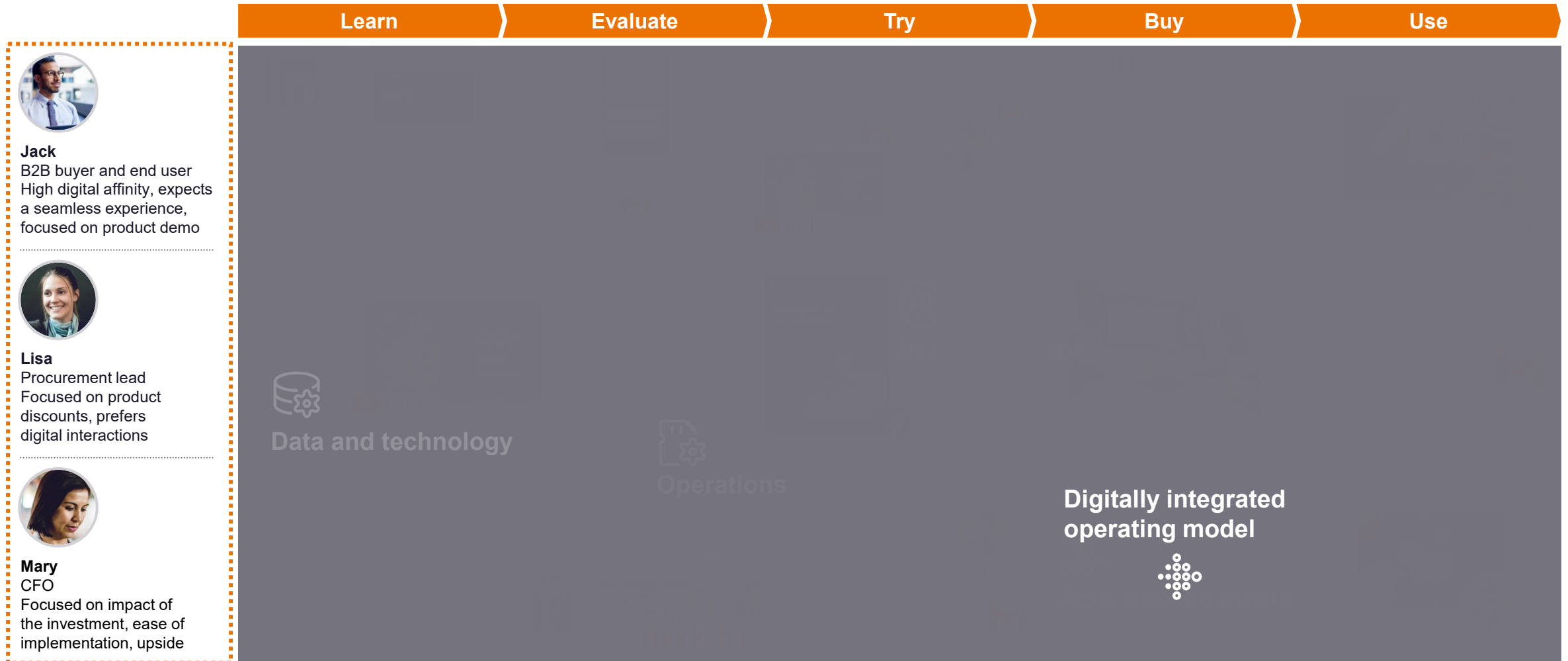
Mary
CFO
Focused on impact of the investment, ease of implementation, upside



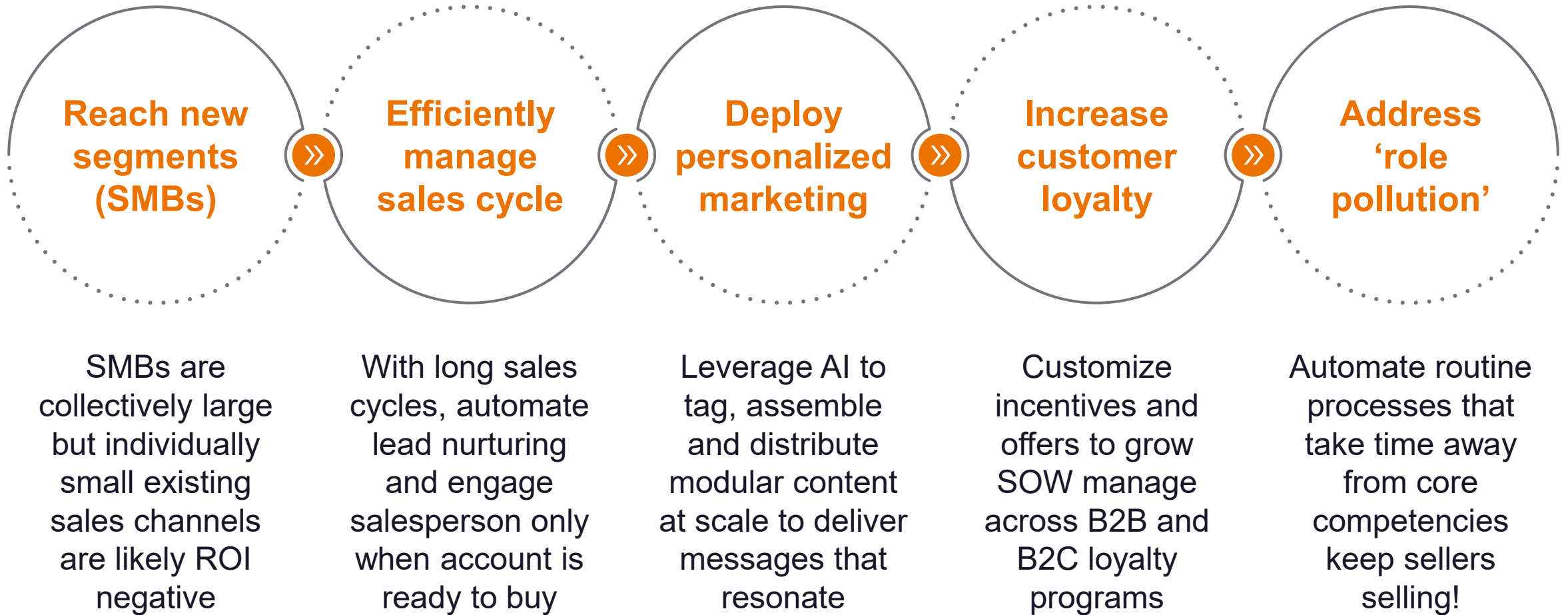
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How are ZS clients in Travel and beyond using AI?



The good news is most companies are further along than they think!



Challenges

Next steps



Lack of buy-in or support from leadership



Ensure there is alignment and belief at the leadership level by defining use case(s) and supporting business case

Investing in technology without a vision of what you want the buyer experience to be



Define the optimal experience and figure out what existing capabilities can be used and where there are gaps

Attempting to do too much all at once



Create a roadmap and break the journey into steps to grow, and gain impact, over time

Changing the technology but not the processes and culture around it



Include change management as a key part of your plan

Personalized customer experiences are achievable. You have the building blocks to get started and generate quick wins. The key to success is organizational readiness.

Time for Roundtables!

1. Make quick introductions.

- Name, Company, & Professional Role
- Favorite song

2. ID a note taker.

3. Discuss the big questions.

- Identify ONE best practice, big Aha!, or useful resource around each one.

4. Submit your best practice, Aha!, or resource to share with the room.

Roundtable #1

Revolutionizing Hotel Sales Today and Tomorrow



← Submit your
answers here!

1. Are you a believer in the “AI Revolution” or do you think it’s mostly hype (at this stage)? Why?
2. How are you using AI/ML currently? Is it delivering the value you hoped for?
3. Are you seeing a holistic organizational effort across teams to drive adoption of AI tools? Or is one group taking the lead?