Strategic Issue #1
Revolutionizing Hotel Sales Today and Tomorrow

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ZS
Revolutionizing Hotel Sales Today & Tomorrow

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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\(^1\)

- **Omnichannel experience**
  - 68%
  - Of B2B buyers say they will increase their use of digital shopping channels in the future\(^2\)

- **Personalization**
  - 73%
  - Of B2B buyers want a personalized, B2C-like experience\(^3\)

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

Enable similar experiences across all channels

Personalization is the expectation, not the exception

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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

Learn
Evaluate
Try
Buy
Use

Issues RFP
Sales rep
Sales rep
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What does a personalized B2B journey look like?
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Digitally integrated operating model

Data and technology

Operations
How are ZS clients in Travel and beyond using AI?

Reach new segments (SMBs)

SMBs are collectively large but individually small existing sales channels are likely ROI negative

Efficiently manage sales cycle

With long sales cycles, automate lead nurturing and engage salesperson only when account is ready to buy

Deploy personalized marketing

Leverage AI to tag, assemble and distribute modular content at scale to deliver messages that resonate

Increase customer loyalty

Customize incentives and offers to grow SOW manage across B2B and B2C loyalty programs

Address ‘role pollution’

Automate routine processes that take time away from core competencies keep sellers selling!
The good news is most companies are further along than they think!

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<tr>
<th>Challenges</th>
<th>Next steps</th>
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<td>Lack of buy-in or support from leadership</td>
<td>Ensure there is alignment and belief at the leadership level by defining use case(s) and supporting business case</td>
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<td>Investing in technology without a vision of what you want the buyer experience to be</td>
<td>Define the optimal experience and figure out what existing capabilities can be used and where there are gaps</td>
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<td>Attempting to do too much all at once</td>
<td>Create a roadmap and break the journey into steps to grow, and gain impact, over time</td>
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<td>Changing the technology but not the processes and culture around it</td>
<td>Include change management as a key part of your plan</td>
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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

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?

Submit your answers here!