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My Hospitality Sales Pro (MHSP)

The New Era of Hospitality Sales

Holistic and future-proof sales enablement is crucial to the travel and hospitality industry today, especially for hotels. In addition to helping hotel businesses expedite their recovery from the revenue-crunching blows of the pandemic, it gives them a competitive edge in the market. Christine Ronning, president of My Hospitality Sales Pro (MHSP), has been in the hotel industry since 1995, well before it even made acquaintance with any sales tracking system. She watched the domain evolve through breakthroughs and disruptions. Understanding the importance of a holistic approach to hotel sales that can withstand the tests of time, Ronning set the foundation of MHSP in 2006. It is an all-encompassing sales leadership and management firm with expertise in hotels sales consulting and training.

MHSP's consultants provide high-level leadership to hotel sales teams, imparting guidance and enforcing sales strategies and best practices. Be it focusing on new revenue opportunities, managing existing businesses for continued customer loyalty, or ramping up sales via, say, proactive sales measures or blitz campaigns, MHSP does it all in a customized and boutique-like service delivery model. The company's remote sales team is adept at soliciting new business and handling sales calls, inquiries, and negotiations. MHSP gives clients clarity on how they're positioned in the market compared to their competitors. The company then sets out to uncover revenue opportunities—digitally, on the field, and on property grounds. This helps clients gain more market share. It can also foster brand partnerships to complement clients' hotel services.



Christine Ronning,
Founder and President



We walk clients through the whole process of targeting the right revenue, acquiring the business, and managing the account for the hotels' success

In the wake of business-derailing trends such as the great resignation and quiet quitting, MHSP saves hotels from HR risks and, consequently, futile sales efforts. From day one, MHSP holds sales personnel accountable to target and engage with potential clients in a personalized manner. And unlike many of its competitors, who

do not share information with their hotel clients, MHSP ensures that clients always know the status of its sales efforts.

“The hotels know that the sales efforts are not ours. They belong to the hotel,” says Christine Ronning, Founder and President, MHSP.

MHSP also provides classroom and on-the-job sales training. It not only empowers hotel partners' sales force but also stakeholders, such as AGMs or GMs, revenue managers, and even front desk teams. As an extension of their clients' sales operations, MHSP ensures that the key stakeholders align with the sales process in a truly customer-centric manner. MHSP utilizes INNtelligent CRM— to bridge the gap between hotel customer relationship management, sales reporting, customer database, and tracking—in its team-oriented, client-centric, and transparent sales enablement efforts.

Recognizing that every hotel property is unique, MHSP lays great emphasis on tailoring its services to best fit the needs of each hotelier. Even when deciding whether or not to partner with a hotel, MHSP conducts extensive evaluation and research on the hotel's sales operations and market positioning.

“We walk clients through the whole process of targeting the right revenue, acquiring the business, and managing the account for the hotels' success,” says Ronning.

Although the servicing modalities of hotels continue to evolve, the essence of what people seek from hotels hasn't changed. MHSP caters to hotels with sales enablement that's firmly rooted in the basics of hotel sales as it leans into modernization. ■■■