

Hospitality
BUSINESS
DEVELOPMENT &
ADVISORY SERVICES
FOR SUPPLIERS



idealhpgroup.com



info@idealhpgroup.com



984-235-5855



NORTH AMERICA AND CARMECA REGION

Visit Our Website

About iDEAL



Hospitality Veterans Coaching Suppliers to Sell to Hotels

iDEAL Hospitality Partners Group was created by colleagues and hospitality procurement veterans coming together to build a company that not only brings iDEAS, but also brings the solution launchpad.

We are the lodging industry's leading outsourced business development group with a track record of producing over \$900M in sales of procurement programs, products and services to hotels, management companies, owners, brands and group purchasing organizations.

Companies hire iDEAL to create sales strategies, train and coach staff, and ramp up quickly and position their company to successfully grow sales and provide services after the sale.



Jill Dean Rigsbee
CEO | Founder



Andy Haynes
VP, Strategic Growth

Leadership



Specialized Business Development Services in the Hospitality Ecosystem

HAVE A PRODUCT OR SERVICE TO SELL TO HOTELS?



SELLING TO HOTELS IS COMPLEX

We are the iDEAL leaders in successful hospitality product sales



Will It Sell? Analysis

Probabilities evaluation of sales by segment • Competitive analysis • Identify obstacles • Define hospitality ecosystem path for sales



Sales & Management Strategy

Define sales cycle. • Determine internal resources required • Attract, attain, expand and retain customers • After the sale requirements



Lodging-on-Point Marketing

Speak hospitality language • Creation of eBrochure, presentation and POS material • Social media success planning



Sales Launchpad & Management

Hire & train sales staff that can/will sell • Create culture of continuous growth • Maximize hospitality ecosystem revenue • Become trusted providers • Explore GPO and brand agreements • Develop contact database

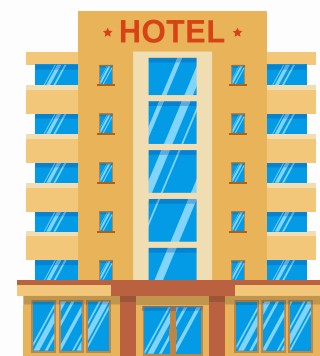
About Us



SUPPLIERS Stair step process for sales to hotels



Leader in supplier hospitality sales processes and success metrics



Step 01

(Required)

Ensure fit for hotels

- Product Assessment
- Market Test

EVALUATE

Step 02

Marketing on target

- Prospect Planning
- Create hotel specific materials
- Role play

GET READY

Step 03

Performance success

- Assist in hiring/training
- Create sales strategy
- Manage sales efforts

GO

Step 04

Boost hospitality sales

- Implementation success
- Get champions and testimonials
- Explore Brands and GPO's
- Solve the chicken and the egg

GROW

Step 1a: Product or Service Assessment & Positioning

Hoteliers are seeking tech, problem-solving, sustainable, wellness-minded, revenue generating solutions.



Evaluation and Preparation for Lodging Market Launch

- 01** Market Profile Study: Provide probability of sales analysis by class type of properties, # of hotels in USA and CARMECA region, brands suitability, location targets, etc.
- 02** Review competitive position and client studies and determine clear paths or obstacles and provide recommendations for success
- 03** Provide thorough report on summary of your company's needs to successfully launch or increase sales into lodging ecosystem
- 04** "Selling to Hotels": 2 hour video conference customized education Sessions I and II. Understand the complex path of selling to the hotel industry and learn decision making process of hotels, brands, management companies and Group Purchasing Organizations (GPO's).

[Supplier
Questionnaire](#)



Step 1b: 3X *Test-The-Market* Email Campaigns to Qualified Hoteliers

iDEAL's best-in-class database of qualified hotel industry contacts is arguably the best in the industry. We can send three email campaigns to test the response and gain engagement.



Get in Front of Key Decision Makers

- 01** Collaborate to create effective email campaigns to targeted hoteliers specific to Supplier's product(s).
- 02** iDEAL will send three emails over a four-week period on behalf of of you to order to test the response, gain engagement, interest, and potential sales opportunities. iDEAL will manage responses to engagers.
- 03** iDEAL will share contact responses and email engagement results and proposed next steps.



Step 2: L.O.P. *Lodging On Point* Marketing Materials

Presentation and marketing materials that use hospitality terminology give you the opportunity to make the right impression in front of hoteliers.



Collaboration and Creation of the First Impression

01 Marketing materials designed with hospitality language to target solutions hoteliers care about

- eBrochure
- PPT/PDF Sales Deck
- Email Content Creation*
- Social Media Recommendations
- Website Review and Enhancement for Hospitality Direction

02 Recorded / role play sales presentation by iDEAL team

* Separate from emails in Step 1b.

Services

Step 3: Sales Launchpad & Management Services

We get you started with
hospitality industry contacts and
manage your sales team's efforts
to generate growth and build
revenue faster and more
effectively



Management and Best Practice Building for Hospitality Sales Growth

- 01** Hire/train staff that can and will sell to the hospitality industry
- 02** Provide ongoing education to team and key stakeholders on changes in the hospitality industry to create and nurture a culture of continuous growth and develop a team of trusted advisors
- 03** Create and oversee sales activities with guidance and recommendations for each prospect to optimize results and close sales
- 04** Develop interest with brands and Group Purchasing Organizations

Services



Contact Us

Complimentary Conversation and Customized Quote



Visit Us



984.235.5855



info@idealhpgroup.com

Jill Rigsbee, CEO
Cell: 919-931-0816
jill@idealhpgroup.com

Andy Haynes, VP Strategic Growth
Cell: 804-627-1581
andy@idealhpgroup.com

