

# Distex premium

Sales Management contract

By Hotusa services

# Distex Solution (premium)

- The distribution for hotels has currently become very complex since the break-through of the Internet channel.
- It is not easy for independent hotels to stay informed on how the distribution channels evolve but, at the same time, this becomes essential for a proper sales strategy for the hotel itself.
- Customer service, cleaning, the technological features, interior design, the decoration, catering...all require the hotel manager's full attention as, in today's world, the clients not only complain at the hotel reception but also by spreading their complaints about the hotel through different specialized Web sites which may harm the name of the hotel.
- We understand this is too demanding for the resources of an independent hotel.
- **From Hotusa we believe we can help the hotel with everything related to the distribution channels and marketing of the hotel.**

# Distex Solution (premium)

- Sales management outsourcing.
  - At present, we believe we cannot render this service to all the hotels.
  - We believe in our ability to increase the results for hotels with a high number of urban-holiday clientele.
  - In short, hotels where the Internet channel is a priority.

# Distex Solution (premium)

In hands of an EXPERT and CONTRASTED Team

- A team of 18 revenue managers trained to continuously improve the REVPAR
- A continuously working sales team with full knowledge of the outbound markets.
- A business group with three of the best five call-centers in Spain and a specialized B2C Website positioned in the Top five Spanish Websites.

# Distex Solution (premium)

- The Rules of the Game
  - We base ourselves on the revenue obtained from the rooms sold by the hotel the previous year
  - We analyse if that can be improved or not
  - If we consider we can improve it, we propose the following formula:

# Distex Solution (premium)

## The Formula

- Our commitment is to assume the role of the sales management at no cost at all until the same results obtained the previous year are reached.
- Once that goal is reached, we share anything above that figure by 50%.
- If the results are not reached, then the hotel doesn't have to pay any cost for these services.

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## The Formula

- Objective: To improve the total sales of the hotel both through a higher average price as through a higher occupancy.

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## REFLECTION

The concept is as easy as having a whole new sales department that you won't need to pay for if the numbers are not improved.

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## Contract and Advanced Resolution

- Minimum 2-year contract.
- The amount which has to be reached is the same amount obtained the previous year to the signing of the contract plus the CPI.
- The hotel accepts that Hotusa establishes the pricing for ALL of its bookings.
- The hotel accepts the form of payment applied to each client that Hotusa brings in.
- The hotel may cancel the agreement if the percentage of the monthly income per room is inferior to the previous year during three consecutive months.