



Hospitality Marketing and Sales Training Course

24 – 28 May 2027
Lisbon



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Ref: 1586_216962 **Date:** 24 – 28 May 2027 **Location:** Lisbon **Fees:** 5700 Euro

Overview

Hospitality Marketing and Sales Training Course is a one-week intermediate course for hospitality managers, sales teams, marketing coordinators, and commercial staff who leave with a Hospitality Marketing and Sales Action Plan. Participants connect guest segmentation and value propositions with channels, campaigns, accounts, leads, proposals, conversion measures, and operational capacity. The course provides tools for coordinated commercial execution across hotels, resorts, venues, and visitor services rather than isolated communication or negotiation techniques. Agile Leaders Training Center delivers hospitality marketing and sales capability development.

Who Should Attend

- Managers responsible for hospitality commercial priorities and results
- Teams responsible for hotel and resort sales pipelines
- Coordinators responsible for campaigns, channels, and partnerships
- Analysts responsible for revenue, conversion, and performance reporting
- Department heads responsible for aligning demand with operations

The course assumes participants support hospitality sales or marketing decisions and leaves advanced pricing optimization and specialist media production outside its scope.

Departments and Industries

The course supports commercial functions across hospitality and related visitor-service sectors.

- Hotels, resorts, serviced residences, and conference venues
- Sales, marketing, revenue, reservations, and guest relations
- Restaurants, leisure operators, attractions, and tourism services
- Events, partnerships, distribution, and account management
- Finance, operations, data analysis, and digital commerce

Learning Objectives

By the end of this course, participants will be able to:



- Analyze hospitality guest and account segments
- Build value propositions for priority demand groups
- Evaluate channels, campaigns, and partnership options
- Use pipeline, proposal, and account controls
- Compare conversion and commercial performance measures
- Build a Hospitality Marketing and Sales Action Plan

Course Agenda

Day 1: Segments, Demand, and Value

- Hospitality Market Segmentation Matrix
- Guest and Account Persona Template
- Demand-Need Evidence Map
- Hospitality Value Proposition Canvas
- Priority Segment Selection Scorecard

Day 2: Channels, Campaigns, and Partnerships

- Owned, Partner, and Paid Channel Map
- Campaign Objective and Offer Brief
- Hospitality Content Journey Planner
- Partnership Opportunity Assessment Grid
- Campaign Calendar and Responsibility Matrix

Day 3: Accounts, Leads, and Sales Pipeline

- Target Account Qualification Profile
- Lead Capture and Routing Workflow
- Hospitality Sales Pipeline Stage Model
- Account Contact and Opportunity Plan
- Pipeline Review and Forecast Checklist

Day 4: Proposals, Conversion, and Coordination

- Hospitality Proposal Value Structure
- Sales Presentation Decision Storyboard
- Conversion Funnel Measurement Dashboard
- Revenue and Operations Alignment Board
- Commercial Performance Review Pack



Day 5: Commercial Practice and Action Plan

- Segment and Value Proposition Exercise
- Channel and Campaign Selection Simulation
- Account Pipeline Review Exercise
- Proposal and Conversion Analysis Exercise
- Hospitality Marketing and Sales Action Plan Capstone

Practical Exercises

The course uses suggested activities to connect commercial choices with operational evidence.

- Suggested activity: score guest segments and create a value proposition for one priority group
- Suggested activity: build a channel mix and campaign calendar for a hospitality offer
- Suggested activity: qualify accounts, review a sales pipeline, and improve a proposal
- Suggested activity: present a Hospitality Marketing and Sales Action Plan with performance measures

FAQs

Who suits Hospitality Marketing and Sales Training?

Hospitality managers, hotel sales teams, marketing coordinators, revenue staff, and department heads who already support commercial decisions suit the course; advanced pricing science or specialist creative production is not assumed.

How does hospitality marketing and sales training differ from negotiation training?

Hospitality marketing and sales training integrates segments, channels, campaigns, accounts, pipelines, proposals, and measurement, while negotiation training concentrates on bargaining and agreement techniques.

How does hospitality marketing and sales improve commercial coordination?

Shared segments, campaign briefs, pipeline stages, performance measures, and responsibility maps give marketing, sales, revenue, and operations a consistent basis for decisions.

Which measures support hospitality marketing and sales decisions?

Teams use lead quality, pipeline movement, proposal outcomes, campaign response, conversion, account value, and operational fit to compare activity and prioritize follow-up.



What is a Hospitality Marketing and Sales Action Plan?

A Hospitality Marketing and Sales Action Plan records priority segments, value propositions, channels, campaigns, accounts, pipeline actions, responsibilities, measures, and review points.

Conclusion

Participants take back a Hospitality Marketing and Sales Action Plan that connects demand choices with daily commercial activity. The work product improves coordination among marketing, sales, revenue, and operating teams. It also creates a repeatable basis for prioritizing segments, managing pipelines, testing campaigns, and reviewing conversion results.