



Sales, Marketing and Revenue Convergence

During and Post Coronavirus

Darlene Rondeau, Senior VP at Humphry Services, a consulting company in Dallas, has seen sales and marketing in the travel industry evolve from a pre-digital environment to today's setting. Humphry Services provides sales, marketing and distribution guidance to a small exclusive group of travel companies, with an emphasis on hotel space.

Amy Infante is CEO of GitGo, a full-service agency for the travel industry, with headquarters in Omaha, Nebraska. Celebrating 15 years in business, GitGo focuses on new business development in the B2B space. Whether working with the entire portfolio of a management company or individual hotels, GitGo provides guidance from qualification to close and everything in-between.

Topics covered in this podcast include:

- How sales, marketing and revenue work together, and what has changed since COVID-19
- A recommended approach to selling or marketing in the midst of the coronavirus pandemic and the sensitivity that surrounds it, and general advice about how people should engage
- Best practices for social media in this time of social distancing and how to be authentic
- Ways sales and marketing professionals can prioritize their time
- What sales, marketing and revenue department relationships should look like post-COVID, and whether hoteliers should rethink the configuration of their teams
- How things will change and how to approach marketing plans, customer service, strategy, and health and safety.
- The 3 most important things to work on right now in sales, marketing and revenue

To contact our guests for questions or more guidance:

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Be sure to join us for our next episode to discuss branding for the heart and creating an emotional connection with guests.

Read more articles on Hospitality Revenue Management on our [ThinkUp Thought Leadership page](#).

Join us live on the This Week in Hospitality Live Show, which you can register for at hospitalitydigitalmarketing.com/live.

For questions on this episode or any other revenue management related topics, you can send them to us at info@thinkupenterprises.com.