



Revenue Management – The Podcast

Proactive Selling – What to Ask, When to Ask, and Why You Aren't Getting a Response

Welcome to Hospitality Highlights! In this 30th episode of the ThinkUp Podcast, host Lily Mockerman talks with Amy Infante, CEO and founder of GitGo, which focuses on the Hospitality and travel industry, with product to help sales teams more easily convert business, email marketing campaigns designed for B2B marketing programs, and a new coaching programs just launched in 2020, designed for individuals or teams to relook at the way they're doing things with an eye to innovation.

Highlights from this episode

Lily: I think many hotel sellers haven't readily had the opportunity to be fully trained in business development as opposed to just relationship selling. What is the GitGo perspective about that process of new business development for hotels?

Amy: The difference between relationship selling and the proactive process is with the proactive approach, you're reaching out to a customer before they probably even know they have a need, and the type of questions that you need to ask that customer are a little bit different. We train our clients which questions to ask and when. That's how we approach the proactive process, and how we train sellers, how we train our own team, and how we build our tools around and resources around this so that this can enable sellers to be more efficient at it and more productive.

Lily and Amy go on to discuss:

- Some reasons why the proactive process is so elusive to sellers
- How to use tech and marketing collaboration to enable sellers to be more effective
- The two sides to collaboration between marketing teams and sales
- How to up level types of B2B marketing and communications
- The best cadence and frequency for running great campaigns
- Why companies aren't getting responses from prospects when they reach out
- Amy's top 3 tips for sellers as they're hunting for new business during this delicate recovery period.

TO REACH AMY WITH QUESTIONS OR ASSISTANCE

You can visit www.GitGoGroup.com, email Amy@gitgogroup.com, or contact Amy on [LinkedIn](#)

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