

Seamless Sales Continuity for a Destination Marketing Organization (DMO)

Client Type:

Destination Marketing Organization (DMO)

Project Duration:

Part 1: October 2022 - October 2023

Part 2: July 2024 - January 2025

Part 3: July 2025 - December 2025

Overview

Situation

The DMO initially engaged **Total Hospitality Solutions (THS)** in late 2022 to temporarily replace two key sales team members scheduled for extended leave. Recognizing the success of this partnership, the DMO re-engaged THS in 2024 to once again provide sales coverage for two consecutive staff leaves.

The second engagement came at a particularly high-stakes time: the DMO had set ambitious post-COVID sales targets and was also set to host a major industry event that put their city in the spotlight for thousands of association professionals.

In July 2025, the DMO re-engaged with THS due to the unexpected resignation of one of its Senior Sales Directors.

Challenges

- **Post-COVID Demand Surge:** The DMO was handling a higher-than-normal volume of leads as the meetings and events industry rebounded.
- **Market Focus:** Leadership needed existing team members to stay laser-focused on their individual territories to hit aggressive sales goals.
- **Temporary Gaps:** Part 1 required interim support to avoid losing momentum in a key market and revenue segment.
- **Maintaining Sales Velocity:** In Part 2, the DMO faced a critical need to maintain progress toward elevated 2024 sales goals without interruption. During Part 3, it became evident that the former member of the sales team was not on top of their traces as they left few trace notes in the CRM with their sales funnel. This gave the THS contractor a few unexpected hurdles to work through.
- **High-Visibility Pressure:** The DMO's role as the host city for a major event required all hands-on deck, raising the stakes for flawless performance and responsiveness.

Solutions

<p>1. Seamless In-Market Presence</p>	<p>THS provided experienced DMO sales contractors with market familiarity. Equipped with DMO email addresses and full CRM access, they stepped in seamlessly - ensuring uninterrupted communication with clients and continued presence in the market.</p>
<p>2. Sales Process Continuity</p>	<p>Contractors followed the DMO’s established sales systems, nurturing existing leads, initiating new ones, and maintaining workflow consistency. With full access to tools and data, THS ensured there were no disruptions to standard operating procedures.</p>
<p>3. Pipeline Development & Territory Success</p>	<p>Contractors were embedded in internal sales funnel meetings and collaborated with stakeholders, ensuring no leads fell through the cracks. Their focus on relationship-building and strategic follow-up helped sustain and grow the pipeline, directly supporting territory-level targets.</p>
<p>4. Closing High-Stakes Business</p>	<p>For all three engagements the THS contractor remained committed to closing complex deals. In one critical instance, the contractor swiftly navigated a last-minute obstacle involving a change in hotel management for a multi-year convention. With the DMO’s support, the contractor successfully resolved the issue - demonstrating agility, professionalism, and a deep understanding of both client needs and DMO expectations.</p>

Results

- **Zero disruption** to sales efforts during personnel leave periods
- **Ongoing momentum** in building and nurturing the lead pipeline
- **Successful closure** of major, multi-year contracts before year-end deadlines
- **Strategic adaptability** in high-pressure scenarios
- **Continued progress** toward record-setting post-COVID sales goals
- The development of a **robust sales funnel** for the DMO's sales personnel.

Conclusion

These multiple engagements highlights the value of strategic partnerships during times of transition. THS's ability to integrate quickly, maintain sales processes, and drive results gave the DMO confidence - and concrete outcomes - during a pivotal period of growth and visibility. By leveraging experienced sales talent, the DMO not only stayed the course but gained ground.