

Interim Sales Support, Lead Qualification & Process Development

Client Type:

Small-Market Destination Marketing Organization (DMO)

Project Duration:

November 2024 - May 2025

Overview

Situation

Through industry networking, a member of the **Total Hospitality Solutions (THS)** team became aware that a small-market DMO had experienced **three sales-team resignations in rapid succession**. While the DMO planned to hire replacement staff, leadership quickly realized the department required immediate interim support due to:

- **A heavy volume of incoming leads**
- Pre-scheduled PTO and out-of-office commitments among remaining staff
- Limited internal capacity to manage, qualify, and track sales activity

THS met with DMO leadership, who confirmed the urgency of the situation. Within **seven (7) days** of that meeting, THS was under contract. A seasoned THS sales professional was flown to the destination for **on-site training** and a comprehensive tour of the destination's major meeting facilities.

Challenges

<p>1. Lack of Formal Sales SOPs</p>	<p>The DMO did not have documented standard operating procedures. As a result, lead conversion processes and CRM data entry practices were inconsistent across the sales team.</p>
<p>2. Poor Lead Qualification</p>	<p>Leads received via Cvent were not properly reviewed or qualified, resulting in an extremely low conversion rate and inefficiencies for hotel partners.</p>
<p>3. Inexperienced Sales Staff</p>	<p>The remaining sales team members were junior-level professionals who lacked foundational destination sales knowledge, essentially, <i>they did not know what they did not know.</i></p>

Solutions

THS provided **one (1) dedicated, seasoned DMO sales contractor** for the full duration of the engagement. The contractor was granted access to the DMO’s CRM and sales tools and was hosted in-market for **two days of intensive training and onboarding.**

<p>1. Centralized Cvent Lead Management</p>	<p>The THS contractor served as the DMO’s “Cvent catcher.” All leads received via Cvent were:</p> <ul style="list-style-type: none"> ● Properly reviewed and qualified ● Assessed for destination fit and booking potential ● Strategically disseminated to hotel partners <p>In addition, the contractor eliminated the DMO’s previous practice of responding to all Cvent Showcase leads regardless of potential, significantly improving lead quality.</p>
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2. Full-Cycle Lead Tracking & CRM Discipline

Prior to THS's involvement, the DMO lacked visibility into lead outcomes as they were not consistently tracking:

- Leads converted to booked business
- Lost or declined opportunities
- Sales cycle progression

The THS contractor implemented a structured tracking system and trained new sales staff to ensure **accurate, timely, and complete lead tracking throughout the entire sales cycle.**

3. Development of Sales SOPs & Best Practices

In addition to hands-on sales support, the THS contractor developed **formal SOPs** covering:

- CRM usage and data entry standards
- Cvent lead management
- Sales workflow and internal processes

These best practices streamlined operations, improved internal communication, and enabled the sales team to work more efficiently and strategically.

Results

- **300+ qualified leads** sourced and managed during the project period
 - **Formal SOPs** created for:
 - CRM usage
 - Cvent lead management
 - Overall sales process
 - Improved lead quality delivered to hotel partners
 - Increased conversion efficiency through better qualification and tracking
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Conclusion

By partnering with **Total Hospitality Solutions**, the DMO successfully navigated a critical staffing gap while simultaneously strengthening its internal sales infrastructure. Through experienced interim support, improved lead qualification, and the development of repeatable processes, the DMO emerged with a more efficient sales operation and higher-quality leads for its hotel partners.
