



The Top 5 Sales & Marketing Best Practices of Today's Most Successful Hoteliers

Your Attendees Will Learn How To

- ❖ Out-sell, but never out-spend the competition.
- ❖ Turn your current guests into walking talking billboards for your hotel(s).
- ❖ Reduce your current marketing budget by 41% over 2 years.
- ❖ Increase RevPAR by selling value and eliminating all unnecessary discounting.
- ❖ Target high ROI guests, group leaders and meeting planners who are not fixated on rate.
- ❖ Expertly romance away your competitors' most lucrative repeat business.

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For Booking Info, contact me at:

301-633-5856

TESTIMONIALS

"Well, you said you would deliver for our hotels and you certainly did!"

~ Linda DiMario, President and CEO
Arlington Texas CVB

"The sales, marketing and social media tips were fantastic. Our hotel partners were raving about your upbeat, interactive seminar."

~ Mary Wiley
Vice President, Marketing
CCRA

BIO

Bill Todd, is a high energy, humorous, business speaker and sales coach. He is a hotel and resort marketing expert. Bill has over two decades of front-line sales, marketing, customer service and advertising experience. He is the co-author, with Stephen Covey, of *Speaking of Success*.

Bill was cited as one of the world's top 35 sales experts in the bestselling book, *Top of the Sales Rankings*. Travel Agent Magazine named him Hotel Person of the Year.

