



JIBE HOSPITALITY · PERSPECTIVE

Rebuilding the Sales & Marketing Engine

How a disciplined rebuild turns a thin, stale sales-and-marketing department into a property's primary growth engine — in a single budget cycle.

"We can't predict the wind, but we can manage the sail."

Drawn from a Jibe owner-side engagement at a branded resort · South Florida

THE PREMISE

A sales department is an operating system, not a personality

When group production is thin and marketing is stale, the fix is structural — and it transfers from one asset to the next.

An underperforming commercial team usually is not short on effort; it is short on system. There is no consistent forecast or critique cadence, pricing infrastructure is loose, marketing creative drifts from the property's real identity, and too much depends on any single person. Rebuild the system — not just the staffing — and group and catering revenue can multiply within a single budget cycle, structurally rather than by luck.

Multiplied

Group revenue on the books, within one budget cycle

Multiplied

Banquets & catering on the books — growing faster than rooms

Structural

Built on base business, not one-off wins

WHAT GOOD LOOKS LIKE

Six moves that compound

01 Rebuild the department and its operating system

New SOPs, monthly forecasts and end-of-month P&L critiques, a standing weekly sales-and-marketing review, and an owner-facing reporting cadence — so accountability is designed in, not hoped for.

02 Set a deliberate group-rate strategy

Trade headline group rate for banquet-and-catering attach; quote groups into base-building room categories to create compression and free premium inventory for higher-rated transient demand.

03 Hunt new segments rather than waiting for the phone

Pursue base-building business that stabilizes shoulder periods — airline-crew contracts, tradeshow origination, planner and partnership channels, convention-bureau collaboration — with disciplined displacement analysis so new base business does not crowd out higher-rated demand.

04 Land and protect marquee group business

Convert signature contracts — and, just as important, recover service-sensitive repeat clients with targeted concessions and visible service improvement, so one bad experience does not cost a multi-year relationship.

05 Build process controls that outlast the crisis

The discipline that matters most holds after attention moves on: payment-security protocols after a near-miss, reduced single-points-of-failure in personnel and files, and standardized handoffs.

06 Modernize the marketing engine

Database-first promotions, refreshed lifestyle creative that feels native to the property, an overhauled email-template library, a current media plan, suite-upsell campaigns, and AI-search visibility — marketing that generates demand rather than decorates it.



The value of a method — rather than a personality — is that it is repeatable and it transfers. The growth does not depend on heroics or on any single individual being in the building.

THE RESULT

A classic turnaround, executed at speed

The pattern is classic and well-executed: stabilize (restructure, SOPs, reporting cadence), strategize (a group-rate and base-building philosophy), originate (airline base business, tradeshow, partnerships), convert (marquee group contracts), protect (service recovery and process controls), and amplify (a modernized marketing engine and disciplined owner communication). What

distinguishes it is speed and durability — the position multiplied in a single budget cycle, and the growth was structural rather than one-off.

WHY IT MATTERS FOR OWNERS

Repeatable, and it transfers

Reducing variation is not an abstraction in a hotel; it is the consistency a guest feels and the predictability an owner can underwrite. A commercial engine built as a system — not around one person — keeps producing when the market softens and when the team changes. That is what protects both the guest experience and the owner's return.

Jibe Hospitality operates hotels and represents ownership's interest in them — building the leadership, discipline, and commercial engine that turn an underperforming department into a growth engine. Reach us at hello@jibehospitality.com.

Anonymized for publication. Prepared by Jibe Hospitality from a live owner-side engagement; no individuals, clients, or specific figures are identified, and results are described qualitatively. For discussion purposes.