



EXCELERATE
CONSULTING

Exclusive | Unique | Bespoke

Tailored Hotel Growth Solutions

EXCELERATE, YOUR TRUSTED GROWTH TEAM

020 3764 6910

[excelerate-consulting.co.uk](https://www.excelerate-consulting.co.uk)



Our Ethos Personalised Sales with Heart

Excelerate is all about making your hotel's story heard.

Each hotel has something unique to offer, and we ensure that your individuality becomes your greatest strength.

We operate with integrity and dedication, investing time to understand what makes your hotel special.

We collaborate closely with you to create personalised sales strategy and enhances your brand identity and drive growth.

We're here to grow your revenue without losing sight of the charm and authenticity that make your hotel extraordinary.

Our Core Services

-  BUSINESS DEVELOPMENT SUPPORT
-  LEVERAGING PARTNERSHIPS
-  CORPORATE SALES EXPANSION
-  PROVEN SALES ACTIVITIES
-  NEIGHBOURHOOD OUTREACH
-  RECONNECTING WITH LAPSED USERS
-  FAM TRIPS & SITE INSPECTION
-  APPOINTMENT SETTING & PRESENTATIONS
-  NETWORKING EVENTS
-  SETTING SALES STRATEGY
-  ATTENDING TRADE SHOWS

“At Excelerate, our passion is driving hotel revenue growth. With Experience in MICE, Corporate, Consortia and Leisure sales. We become part of your team, offering an extensive range of services through our trusted network.”

– Emily Lockwood,
Managing Director, Excelerate Consulting



Our Tailored Services for Boutique Hotels

Your success is our focus, and we find the right business at the right time.

We have established relationships across all market segments, as a team we can leverage these to maximise your hotels potential.

We tailor every aspect to ensure your hotel is on track. Whether you want to make an impact in the local market or attract a wider international audience. Our approach adapts to your goals, helping you boost your presence.

At Excelebrate, we always strive for the results our clients require. Our approach ensures the relationships we develop are fruitful and reoccurring for the hotel. Making sure the growth is sustainable.



Enhancing Your Experience Premium Solutions

For hotels aiming to take it a step further, our premium solutions offer the edge needed to stand out.

Targeting high-revenue opportunities and offering tailored marketing efforts for a businesses' unique needs:

- Bespoke corporate sales campaigns designed to attract high-value clients
- Event-specific marketing to maximise bookings for key events.
- Dedicated on-site sales support for large-scale corporate or MICE events.
- Revenue optimisation consulting to ensure event spaces are utilised effectively year-round.



Extend Your Reach with our Trusted Partners

Excelerate's network stretches beyond being your internal sales team.

We have a strong and trusted partner network in strategy, analytics, marketing, recruitment and finance.

Communications

With award-winning marketing and design partners, we deliver impactful campaigns like automated newsletters and tailored brochures.

Resource and Strategy

For hotels wanting to bring sales efforts in-house eventually, we manage recruitment, onboarding, and strategy.

Financial services

We offer financial support services, including factoring and subcontract payroll, designed to enable you, and the Excelerate team to focus on driving growth.

Our Approach to Growing Together

We believe that transparent collaboration helps build a foundation for growth. Our easy-to-understand process ensures that you stay informed at every step.

1.	Discovery Meeting	Half-day on-site meeting to understand hotel needs, goals, and growth opportunities.
2.	Collaboration Plan	Immediate contract setup and Zoom review meeting to finalise requirements and ensure clarity.
3.	Agree Deliverables	Agree on deliverables and expectations, ensuring both parties have clarity on outcomes and timelines.
4.	Assign Account Manager	Assign/introduce your account manager and supporting team dedicated to managing your sales journey.
5.	Weekly Calls (First Month)	Conduct weekly calls during the first four weeks to establish a strong foundation and address questions.
6.	Revenue meeting	As a team we attend the Revenue meetings for each hotel where we review the pace of the business, understand the gaps and activities to be done to bridge the gap. Monthly review meetings focusing on success metrics, ROI, and any needed service adjustments.
7.	Sign Contract Terms	Formalise contracts with all involved parties to define obligations and timelines. Initial setup fee applies.
8.	Initial Week Meetings	Weekly calls during the first month, specifically designed to ensure ongoing progress and to refine details.
9.	Reporting & Ongoing Support	Real-time reporting and performance tracking via our CRM tool, providing full transparency on actions taken.
10.	Regular Review & Adjustment	Conduct quarterly review meetings to ensure alignment on goals and KPI's, and adjust for optimal growth.



Looking for your unique sales support partner?

Just call, email or book a callback and one of our team will be on hand to listen to your needs.



Ready to take your hotel's sales to the next level?

Let's explore the possibilities together.

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