



SALES & MARKETING COUNCIL

Dear Fellow Hotel Sales Professional,

Behind every great hotel, there's a great salesperson. The Sales & Marketing Council of the Montana Lodging and Hospitality Association is a group of just such professionals networking and training to better themselves. I would like to personally extend an offer to you to join this valuable organization. Here are just some of the benefits you'll see in your membership.

I look forward to the welcoming you to the council. Please let me know if you have questions or comments.

Sincerely,


Michelle Skinner

2012-2013 Sales & Marketing Council President | Michelle.Skinner@hilton.com

Professional Development:

- Annual retreat specifically for sales professional with classes and guest speakers featuring:
 - What your General Manager wants from you
 - How to make the most out of sales calls
 - Interpersonal skills
 - How to make a meeting planner love you
 - Dealing with difficult co-workers
 - Developing packages
- Specialized seminars at the MLHA annual convention
- Quarterly Council meetings where all members are involved in setting policy and guest speakers give a quick lesson on different aspects of being in hotel sales
- Reimbursement for half of the preparation materials and exam fee for successful completion of the Certified Hotel Sales Professional exam

I enjoy the sales and marketing council for a multitude of reasons. Networking and sharing best practices with other sales people in the hospitality industry is probably the most valuable benefit. It's always nice to acquire fresh ideas from other leaders across the state.

**-Nichole Mehling-Miles, Director of Sales
Hilton Garden Inn - Billings, MT**

Networking:

- Sales & Marketing Council Facebook page providing immediate access to people able to answer virtually any question related to hotel sales
- A newly developed mentor program for new hotel sales people
- Increased exposure with Montana Society of Association Executives through sponsorships and event attendance
- Information on the MLHA website specifically for the Council listing upcoming events and opportunities

The Sales and Marketing Council creates a great network of peers all over the state. Any time I have questions or ideas about almost anything I have a group of people that I am able to seek out for advice. I've also gotten to be good friends with many of the members and I really look forward to the meetings, retreats, and any other event where we all get together.

**-Tom Mazurek, Director of Sales
Holiday Inn- Bozeman, MT**