



## Sales & Marketing Council

Dear Fellow Hotel Sales Professional,

I am so excited to be a part of the Sales & Marketing Council. 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 become more effective in their jobs. I would like to personally invite you to join this valuable organization. Here are some of the benefits you will enjoy with your membership. Here is to a great 2016.

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

Kind Regards,

Valerie Joy

2016-2017 Sales & Marketing Council President | [val@buckst4.com](mailto:val@buckst4.com)

### Professional Development

- Annual retreat specifically for sales professionals 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 hotel sales
- Reimbursement for half of the preparation materials and exam fee for successful completion of the Certified Hospitality Sales Professional exam

*It has been very educational, as well as fun, being a member of the MLHA Sales & Marketing Council. I have attended several of the Sales & Marketing Professional Development Conferences, and I always go away feeling like I learned a lot from both the speakers and my peers. There are always some fun events and for me, not being from Montana, it is great to get to see different areas of our beautiful state. I always go back to my property feeling more excited about my position and with some great ideas.*

Tonya Ater, Chico Hotsprings

### Networking

- Sales & Marketing Council Facebook page providing immediate access to people able to answer virtually any question related to hotel sales
  - A 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 has been such a valuable asset to me as a hotel Sales Director. Over the years, I have met the most amazing hotel sales people from all over Montana. Through our networking, we have become great friends and shared many ideas, questions and advice. The council is not only a wonderful way to network but also offers a variety of beneficial educational opportunities at our annual retreats.*

~ Julie Shelton, CHSP, Director of Sales, Fairmont Hot Springs Resort