

10 Questions Every Hotel Sales Leader Should Ask at Their Next Sales Meeting

Stop Reviewing Activity. Start Creating Opportunity.

Most hotel sales meetings revolve around the same questions:

- How many RFPs came in?
- What's in the pipeline?
- Which proposals are outstanding?

Those questions matter, but they only tell you what's already happened. High-performing sales teams spend just as much time discussing what they're creating next.

Use these questions to shift your sales meetings from status updates to strategic conversations.

1. Where did our best opportunities come from this month?

Not every lead source delivers the same value.

Instead of focusing only on volume, identify which channels consistently produce the strongest business. Referrals, repeat customers, networking, content, strategic partnerships, website inquiries, and outbound prospecting all deserve attention.

Listen for: patterns that can be repeated.

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2. Which relationships did we strengthen this week?

Relationships don't grow by accident. Ask each salesperson to share one meaningful interaction they had with a planner, client, or partner. It could be a site visit, lunch, handwritten note, LinkedIn conversation, or simply checking in without asking for business.

Remember: Relationships built before the RFP are often the ones that win it.

3. Where did we create demand instead of waiting for it?

The best sales teams don't simply respond to inquiries. They generate opportunities.

Discuss proactive efforts such as networking, outreach, educational content, referrals, industry events, or reconnecting with past clients.

Ask: What opportunity exists today because of something we initiated?

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4. What friction did we remove for our customers?

Every unnecessary step creates an opportunity for a prospect to walk away. Review your buyer experience.

- Was it easy to contact us?
- Did we require unnecessary information?
- Were questions answered quickly?
- Did we make doing business easier?

Small improvements often create big gains.

5. What did we learn from a lost opportunity?

Losing business isn't failure unless nothing is learned. Choose one recent loss and discuss it without assigning blame.

Focus on questions like:

- What surprised us?
- What signals did we miss?
- What could we do differently next time?

Great sales cultures turn losses into learning.

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6. What are buyers asking that our website doesn't answer?

Today's planners research extensively before speaking with a salesperson. Collect the questions your team hears repeatedly.

Those questions should become future FAQs, blog articles, videos, or website updates.

When marketing and sales share customer insights, everyone wins.

7. How are we using technology to spend more time selling?

Technology should remove administrative work, not replace relationships.

Discuss where your team is using AI, CRM automation, or other tools to streamline tasks like research, follow-up, proposal preparation, or meeting preparation.

Then ask:

Where are we still wasting time?

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8. What content helped move a conversation forward?

Sales isn't just about conversations anymore.

Did someone share a case study?

Send a helpful article?

Record a personalized video?

Point a planner toward a testimonial?

Share examples of content that built trust or answered questions before the next meeting.

9. What experiment should we try before our next meeting?

Continuous improvement beats perfection. Choose one small idea to test over the next week or month. Examples include:

- Simplifying your inquiry form
- Recording personalized follow-up videos
- Inviting a planner for a property experience
- Publishing a new meeting planning resource
- Reaching out to dormant accounts

Innovation happens one experiment at a time.

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10. What are we doing today that AI can't replace?

Technology will continue changing hotel sales, but some strengths remain uniquely human. Encourage your team to think beyond transactions. How are they:

- Building trust?
- Strengthening relationships?
- Solving business challenges?
- Creating memorable experiences?
- Becoming trusted advisors?

Those are the skills that will define tomorrow's highest-performing sales professionals.

Meeting Takeaways

Before ending your meeting, ask every team member to commit to one action they will complete before the next meeting. It should be specific, measurable, and focused on creating opportunity rather than simply responding to it.

Progress isn't measured by how many tasks get discussed. It's measured by the actions your team takes after the meeting ends.