



tempest

The Power to Move People



Leveraging CRM Data for Actionable Sales Strategies

**Presented by: Brent Foerster
Executive Vice President, Tempest**



What We Will Cover

- **Top CRM Practices to Allow for Better Sales Reporting**
- **Top Ways to Use Your CRM's Group Pace to Increase Sales Performance**



Top CRM Practices to Allow for Better Sales Reporting

**Utilize these DMO
best practices and you
will have better reporting
now & into the future**



Hierarchy of a Lead

Three Stages Start to Finish

- **Prospect / Lead Build:** Getting the potential lead in the CRM
- **Tentative / Lead:** We have all the information and want to pursue it
- **Definite/Contracted:** Signed agreement!!!

Actions at Each Level

What are the Options

- **Prospect / Lead Build:** Turndown or Regret = Did not pursue
- **Tentative / Lead:** Turndown or Regret = Did not pursue
Lost = Bid but lost it
- **Definite/Contracted:** Cancelled



Lost Business Reasons	2026 TRN	2026 # Group	% TRN	2025 TRN	2025 # Group	% TRN	2024 TRN	2024 # Group	% TRN
Airfare High			0%			0%	8,118	1	15.44%
Board Decision	40,673	37	56.03%	62,916	35	100.00%	39,270	37	74.68%
Convention Center - Food & Beverage Contribution too Low	3,752	1	5.17%			0%			0%
Convention Center - Hotel room package doesn't meet booking parameters	735	1	1.01%			0%			0%
Convention Center - Rental Cost	27,431	5	37.79%			0%	2,947	2	5.60%
Coronavirus			0%			0%	2,251	11	4.28%
Totals	72,591	44	100.00%	62,916	35	100.00%	52,586	51	100.00%

Definite and Lost Business

Hint for Making These More Useful

- **Turning a group Definite:** Enter Contracted Rooms vs Requested
- **Lost Business:** Push for why or pick most likely reason. Do Not Settle for “No Response” or “Board Decision”



Tracking Production and Activity

Better Tracking vs Goal and What are Our Trends?

- **Track Activity:** Especially emails and other forms of communication.
- **Use CRM to Build Site Itineraries:** Now you know how many sites we did.
- **Separate Prospects from Tentative:** What has a chance of going Definite.
- **Track Main Venue:** Are we booking more in-house or facility based groups
- **Set Up Markets:** What markets are trending up or down.





Top Ways to Use Your CRM's Group Pace to
Increase Sales Performance

**Make decisions regarding
groups proactively while
prioritizing and spotting
opportunities**

All Leads Definite Leads Tentative Leads

Filters



	2024	2025	2026	2027	2028	2029	2030	2031	Total
Def. Room Nights	57,573	30,210	9,476	4,314	3,771	0	0	0	105,344
Pace Target	58,429	23,561	11,067	5,308	1,773	24	0	0	100,163
Variance	-856	6,649	-1,591	-994	1,998	-24	0	0	5,181
Year End Goal	60,000	60,000	70,000	70,000	70,000	70,000	70,000	70,000	540,000
Pace Percentage	98.53%	128.22%	85.62%	81.27%	212.66%	0.00%	0.00%	0.00%	
Demand Room Nights	341,866	189,378	90,030	58,604	34,963	3,678	0	2,838	721,357
Lost Room Nights	280,492	161,079	80,369	54,119	32,135	3,678	0	2,838	614,710
Conversion Pct.	16.84%	15.95%	10.53%	7.36%	10.79%	0.00%	0.00%	0.00%	7.68%
Tent. Room Nights	9,930	18,134	38,699	35,307	22,177	7,222	0	0	131,469



iDSS GroupPace

	2024	2025	2026	2027	2028	2029	2030	2031	Total
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Management of Concessions & Booking Incentives

All Leads Definite Leads Tentative Leads

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High Priority Impactful Leads



Conversion Percentages

They are useful in three ways

1. To Determine Lost Business Trends
2. Needed Tentative Pipeline
3. Evaluating Lagging Markets

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Airfare High			0%			0%	8,118	1	11.88%
Board Decision	40,673	37	46.29%	62,916	35	71.97%	39,270	37	57.47%
Hotel - Room Rates High	37,581	18	42.78%	5,510	7	6.30%	18,225	11	26.67%
Meeting Not Being Held-Cancelled	3,123	7	3.55%	3,679	10	4.21%	2,591	9	3.79%
Selected Non-Member Service Provider			0%			0%	18	2	0.03%
Too Soon to Return-Rotation	6,480	3	7.38%	15,315	5	17.52%	110	4	0.16%
Totals	87,857	65	100.00%	87,420	57	100.00%	68,332	64	100.00%

	January	February	March	April	May	June	July	August	September	October
Def. Room Nights	10,969	30,426	38,362	33,133	4,352	0	15,411	16,303	19,249	
Pace Target	12,248	25,304	35,194	39,222	18,042	25,474	23,383	13,851	13,717	
Variance	-1,279	5,122	3,168	-6,089	-13,690	-25,474	-7,972	2,452	5,532	
Month End Goal	20,136	42,557	60,110	68,047	32,270	46,375	42,897	25,692	25,597	
Pace Percentage	89.55%	120.24%	109.00%	84.48%	24.12%	0.00%	65.91%	117.70%	140.33%	
Demand Room Nights	38,816	50,286	156,929	87,180	51,211	31,147	70,013	29,093	59,760	
Lost Room Nights	30,174	19,860	118,567	54,047	46,859	31,147	54,602	12,790	40,511	
Conversion Pct	28.26%	60.51%	24.45%	38.01%	8.50%	0.00%	22.01%	56.04%	32.21%	
Tent. Room Nights	10,963	8,056	23,197	39,777	28,361	12,690	17,351	7,693	17,776	

Demo City 2 GroupPace

GroupPace

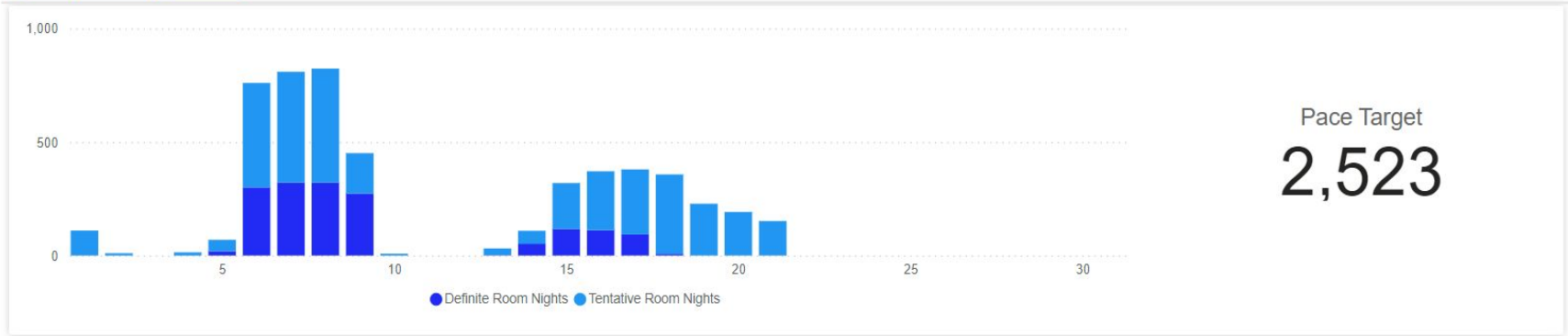
2025

Oct

All Leads

Definite Leads

Tentative Leads



Pace Target
2,523

Lead Name	Account Name	Lead Type	Start Date	End Date	Status	Decision Date	Turned Date	Room Nights
Lead 3913	Account 1697	Meeting	9/29/2025	10/2/2025	Tentative	1/31/2024	12/7/2023	120
Lead 3853	Account 5554	Convention	10/5/2025	10/10/2025	Tentative		10/26/2023	464
Lead 4078	Account 911	Convention	10/6/2025	10/9/2025	Tentative	5/31/2024	3/22/2024	101
Lead 4304	Account 7194	Meeting	10/6/2025	10/9/2025	Tentative		7/8/2024	1 135

Finding Group Availability

Demo City 2 GroupPace

GroupPace

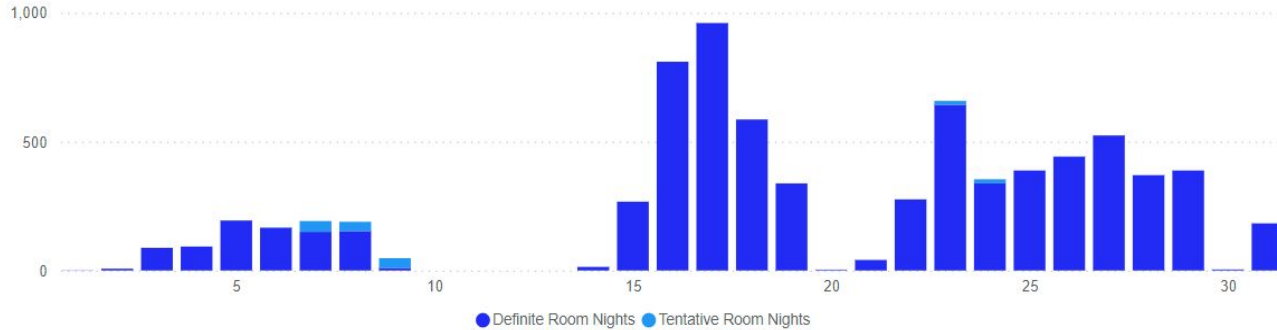
2024

Oct

All Leads

Definite Leads

Tentative Leads



Pace Target
7,347

**Communication to Hotel Partners
Commutative Group Room Nights**



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Booking Trends by Venue & Market Types



Connect with Me!

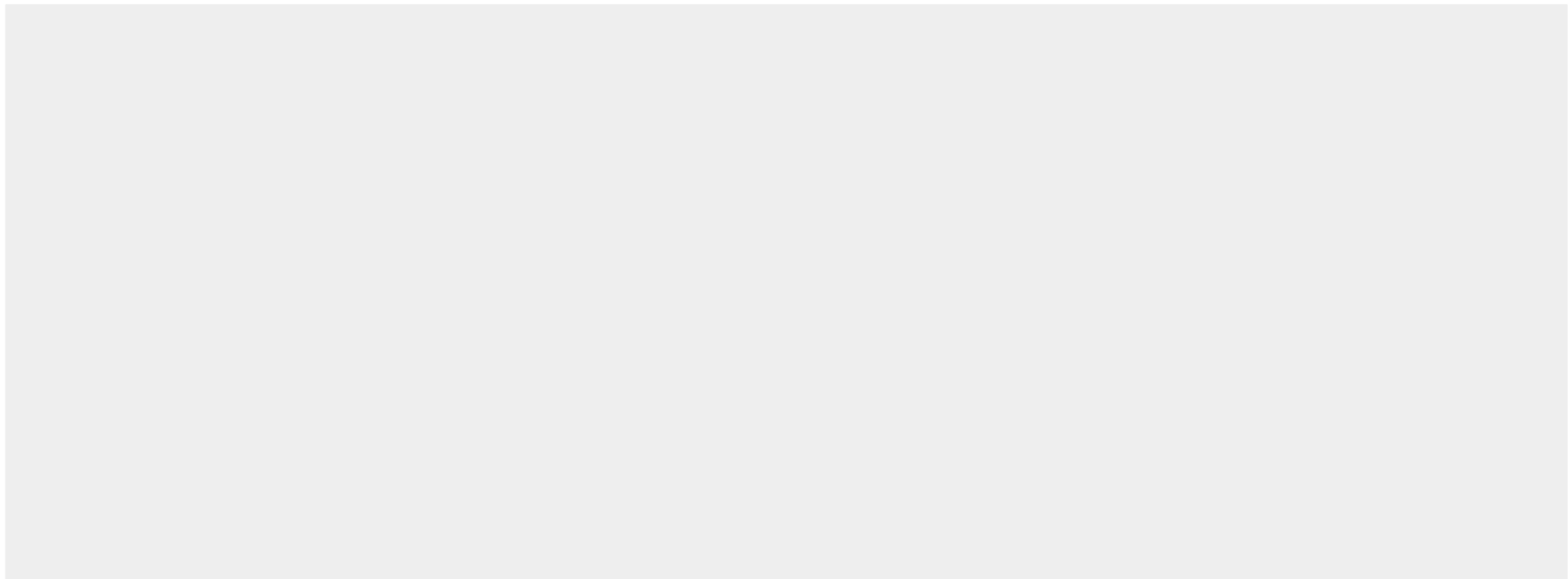
Brent Foerster
Executive Vice President, Tempest

brent.foerster@tempest.im



Story Headline

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Story Headline Two Lines Right Here

Story Subhead

- **Bullet Title:** Matioritestin eatiorenam qui dolorep elenetus doutle
- **Another Bullet Title:** Remporem cullaceaue poribea mantour
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The screenshot shows the 'Email Campaigns' page in the Tempest application. The interface includes a sidebar with navigation options like Home, Accounts, Contacts, and Reports. The main content area displays a table of campaigns with columns for Campaign Name, Status, Category, Campaign, Clicked %, Sent, and Actions. A search bar and buttons for 'CREATE A CAMPAIGN', 'RESET', and 'SEARCH' are visible at the top right. Three callout boxes are overlaid on the image: a dark blue one on the left, a red one on the top right, and a light blue one on the bottom right. The DSS logo is in the bottom right corner.

Campaign Name	Status	Category	Campaign	Clicked %	Sent	Info	Active	Actions
Tourism Academy 2023	Draft		Tempest Master User List	0%	0%		<input checked="" type="checkbox"/>	COPY
DI Annual Conference Email (Clients)	Sent		DI 2022 Tempest Clients (Sales Database)	77%	9%	7/13/2022 2:30		
Detroit Monthly Partnership Newsletter	Draft			0%	0%		<input checked="" type="checkbox"/>	COPY
Detroit Sales Newsletter	Draft			0%	0%		<input checked="" type="checkbox"/>	COPY
Detroit Newsletter	Draft			0%	0%		<input checked="" type="checkbox"/>	COPY
Lea Training Test	Draft			0%	0%		<input checked="" type="checkbox"/>	COPY
TACVB Marketing Email	Draft			0%	0%		<input checked="" type="checkbox"/>	COPY
North Lake Tahoe Fall 2021	Draft			0%	0%		<input checked="" type="checkbox"/>	COPY
FLORIDA'S FIRST COAST OF GOLF (Oct 2021)	Draft			0%	0%		<input checked="" type="checkbox"/>	COPY

Callout Right Here
Lorem ipsum dolor sit amet, conse ctetur adipiscing elit, sed do eiusmod tempor incididunt

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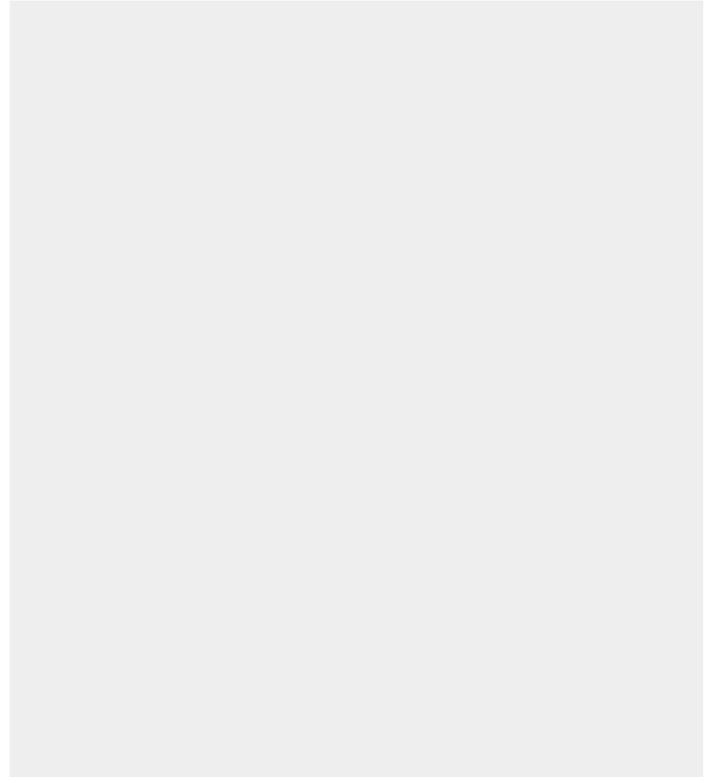
Screenshot Caption Here



Hierarchy of a Lead and Actions at Each Level

Start to Finish

- **Prospect / Lead Build**
 - **Turndown or Regret = Did not pursue**
- **Tentative / Lead**
 - **Turndown or Regret = Did not pursue**
 - **Lost = Bid but lost it**
- **Definite**
 - **Cancelled**





Presentation Title Tab



Presentation Title Tab



Presentation Title Tab



Story Subhead In This Space

**Two Line Callout Right
Here Right Here**



Story Subhead In This Space

**Two Line Callout Right
Here Right Here**



Callout Heading or Subhead

**Rur sandiu pelenimpos volt omnia
is doquis di temod ut quovitae.**

Apienis

quiatusanis sit ullupici am



Callout Heading or Subhead

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Story Subhead

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Story Subhead In This Space

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