

At **Hotelera Posadas**, as part of the group's strategic initiatives, we carried out, along with **London Consulting Group**, the project called "**Posadas More Agile - Pilot Hotels**" with the objective of optimizing the operating processes and to raise the personnel's performance at 9 Pilot Hotels achieving the following results:

Commercial Management Models (Project's 6 Main Principles)

- **Prospection model** with the objective of increasing the number of clients, through the reactivation and prospection of new accounts.
- **Revenue management model** with the objective of increasing the average rate while redefining the pricing structure of the local agreements.
- **Commercial planning and follow-up model (CRM Salesforce)** with the objective of increasing the percentage of effectiveness in sales through a better standard for follow-up and visit planning in CRM Salesforce.
- **Capacity plan model** to balance workloads and define the ideal structure for the sales and banquet equipment.
- **Indicator and management model**, to design and implement the indicator panel that allows us to measure and manage the performance of each collaborator from the commercial team. Implementation of the daily and weekly sales meeting.

The project's economic benefits have surpassed our expectations, achieving at the end of the project a **ROI of 3.2 to 1** and an **annual ROI of 9.6 to 1**.

- **A 28% increase in total sales from the pilot hotels**
- **A 15% increase in sales through new or reactivated clients**
- **A 13% increase in sales due to better average rates in agreements.**

It is worth mentioning that **London Consulting Group's work** was not limited to providing improvement recommendations but they also worked shoulder-to-shoulder along with our personnel to **design and implement the changes in the organization**.

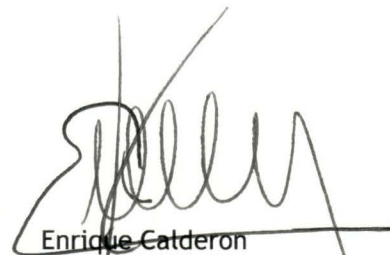
Based on the aforementioned we would like to **highly recommend London Consulting Group** for the work performed, thus we have decided to work with them on a new project to replicate this model nationally.

Sincerely,



José Carlos Azcárraga

CEO Grupo Posadas



Enrique Calderon

CEO Hotelera Posadas

