



# GEMSTONE

HOSPITALITY SALES AND  
OPERATIONS CONSULTING

Robust Sales, Marketing  
& Operations for the  
Hospitality Industry

SERVICES BROCHURE



## ABOUT US

Whether you are looking for some taskforce help during a transitional period, help with a special project, brand conversions, new-builds, long term sales & marketing support or looking to hire the right talent for the job, our expertise will make it a breeze. Regardless of your hotel's specific needs, Gemstone Marketing & Business Consulting can help you to develop – and implement – an effective strategy that will produce tangible results.

# WHY HIRE US?

Our clients trust us to bring them the right people and we do. We are passionate, experienced, unconventional and pacesetters. We don't just get the job done; we leave a stellar mark.

Our consultants have stayed on projects from 3 months, 6 months, 9 months and even 27 months because our clients did not want to "settle for the second best" – that speaks to our work record.

We know our consultants, personally and professionally, and we ensure that each assignment is the right fit for both the consultant and the client. We give our clients the opportunity for in-person interviews with our consultants if preferred. Our people know your brands, systems and processes so they hit the ground running from the moment they walk in.

We give you consultants who know your market, understand your client needs and we save you costs on travel and expenses.


We become your new best friend: We have weekly checkins with our clients and consultants and provide any additional resources needed on the assignment.

You will always be able to reach us – we don't miss a phone call to discuss your needs.



## TASKFORCE / CONSULTING

During a transition in workforce, the business funnel is affected. Our consultants are experts in their fields and ready to keep your business process going.



Have a special project  
in any of these areas?  
We are ready to  
execute it for you.

- Pre-opening hotels (New builds, conversions, etc.)
- Training and development of sales associates in all market segments.
- Business Development using market research and industry tools to identify, qualify, and win new business
- Distressed/Underperforming hotels – turnaround
- Budget preparation
- Developing and executing strategic marketing and action plans for all market segments
- Travel agency presentations, trade shows and sales blitzes
- Customized sales and business processes and reporting
- Strategic client retention and account management strategies
- Industry case studies
- Revenue management and optimization strategies
- Special industry projects





## Remote Sales & Marketing Support

SMS by GMBC ® is a remote sales & marketing support division of Gemstone Marketing & Business Consulting, offering a 360 sales operation for hotels. This division involves a complete or partial sales leadership and/or managerial roles for hotels for a protracted length of time.

- Direct all sales & marketing efforts:
  - Group Sales Development in all market segments: Corporate, Government, Association, Tour & Travel, etc.
  - Catering & Banquets Sales development.
- Complete and respond to all sales & catering leads:
  - We manage all sales leads and inquiries in all lead systems.
  - Actively qualify the business and close it.
- OTAs Optimization:
  - We will manage all OTA relationships and extranet portals.
  - We work directly with your marketing managers to execute initiatives to increase hotel visibility to ensure parity.
  - Work with your chain/brand on sales & marketing initiatives.
- Hiring, training/onboarding of onsite staff:
  - Sales training in all market segments.
  - Onboarding new staff members.
  - Operation and Guest Service trainings.







## Who best to find you the right hotel sales and operations talent but us?

We work with the best in the industry. Our consultants are often hired on their assignments because our clients don't want them to leave. It's a rare opportunity where you get to work with someone before you hire them.

Our Recruiters are experts in the hospitality industry who actively network with clients and candidates to make the perfect match.

Our process is seamless:

- No upfront fees to add us onto your current search efforts.
- Our recruiters will source talents specific to your company and property specifications.
- We thoroughly screen candidates and provide you with only the best potential candidates for you and your team to interview.
- We arrange all interviews, calendar invitations and we will assist in all negotiations and or offers.
- We only get paid when a successful candidate is placed from our roster.

We stand by this; that we have strong confidence in our candidates but should one of our candidates resign or be terminated with cause within a certain timeframe, we will do a replacement search at no cost to you.

Call us and we will find the right candidate for you. If you need on-boarding and training help, we have it all covered.

# CLIENT PORTFOLIO

**VICEROY**  
HOTELS & RESORTS



**joie de vivre**<sup>®</sup>  
HOTELS

**WCH** WASHINGTON COURT HOTEL  
DISTRICT OF COLUMBIA  
A HARBAUGH HOTEL

  
**Hilton**  
HOTELS & RESORTS

**Marriott**  
HOTELS & RESORTS

**IHG**  
InterContinental Hotels Group

**WESTIN**  
HOTELS & RESORTS

  
**Sheraton**  
HOTELS & RESORTS

**aloft**  
HOTELS

  
**element**  
BY WESTIN

**Radisson**  
HOTELS & RESORTS

 **CHOICE**  
HOTELS™

**WYNDHAM**  
HOTELS & RESORTS

**EVEN** HOTELS  
AN IHG® HOTEL

## HIRE US

Call 240.328.3255 or email us [info@gemstonemarketing.com](mailto:info@gemstonemarketing.com) today so that you can put the ingenuity of GMBC to work and watch your sales and operations soar.