



FOR VPS OF SALES & OPERATIONS · REGIONAL HOTEL COMPANIES

An empty sales seat costs about **\$18,000** a week. Covering it costs **\$1,000**.

Every week a Sales Manager seat sits open, the group calendar gets thinner and the RFPs go unanswered. Recruiting takes a month and a half; the new hire takes two more months to get up to speed. On A Wait Hospitality covers the desk while you hire, so the phones keep ringing and the pace report doesn't stall.

\$17–19K

in bookings a full-service Sales Manager seat produces every week (DOS seat: \$29–32K)

45 + 60

days: median time to fill a role, plus the ramp before a new hire is productive

\$52–89K

net profit lost per vacancy at a 250-room hotel, after the team absorbs half the load

The math on one vacancy — 250-room full-service hotel

	SALES MANAGER	DIRECTOR OF SALES
Seat produces per year	\$0.9–1.0M	\$1.5–1.7M
Bookings at risk over a typical vacancy (10.7 lost weeks)	\$191K	\$327K
Net profit lost — team absorbs 50%, 65% flow-through, payroll saved credited back	\$52K	\$89K
Sales Desk Coverage, same 45 days	\$6,400	\$6,400

One week of an empty Sales Manager seat costs more than a month of coverage. For a DOS seat, coverage is under 7% of the exposure.

Why the loss is real, not theoretical

83% of planners expect an RFP answer in four business days or less. After that, they've moved on.

1 in 3 corporate RFPs already goes unanswered at fully staffed hotels. An empty seat pushes its share toward 100%.

Hotels win 5–7% of RFPs. Volume is the whole game. Every lead nobody answered is a ticket you can't buy back.

90% of corporate programs re-award incumbents. Lose the account during the gap and you've likely lost next year too.

Taskforce sales coverage — pick the seat you need filled

Desk coverage · \$1,000 / week

10 targeted solicitations a day against your segments. Inbound leads answered within 24 hours. Every touch logged in your CRM or a daily activity report. Work under your email or ours.

Tradeshows & travel · \$650 / day + T&E

Booth, appointments, and follow-up at IMEX, Connect, association shows, and sales missions — so an open seat doesn't mean an empty booth.

Flat fee, no commission, no recruiter percentage · 30-day minimum, 15-day cancellation · 1099 contractor · One site visit for property familiarization (T&E billed separately) · Start within a week



Greg Werner

20+ years in hotel sales and operations — experience as a National Sales Manager, on-site hotel sales, GM and F&B leadership, and extensive sales experience. Professional in Destination Management (PDM), MBA.

Book 15 minutes

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