

More than bookings. Better business.

A personal partnership for individual hotels
and multi-property portfolios.



ONE HOTEL. AN ENTIRE PORTFOLIO.

Georgia roots. Nationwide reach.

Illustrative hotel image, not a Magnolia client property.

The right support. At the right stage.

Six starting points, each tailored through a written proposal.¹

Sales Essentials

Individual-hotel sales support, account outreach, and pipeline follow-through.

Sales & Digital Growth

Hotel sales and digital marketing coordinated in one plan.

Portfolio Partnership

Property-level execution with shared portfolio direction and reporting.

Digital Presence

Standalone digital marketing without a sales retainer.

Sales Task Force

Defined sales coverage for vacancies, transitions, leave, or added demand.

Sales Projects

A focused initiative with milestones and a completion summary.

Every package is custom quoted. Hotel count, scope, lead volume, market needs, reporting, and support requirements shape the proposal.

1. <https://www.magnoliahotelsales.com/packages.html>

Individual hotel partnerships

Start with your priorities. Agree on a defined scope before work begins.¹

FOR AN INDIVIDUAL HOTEL

Sales Essentials

A consistent sales partner to keep leads moving and build relationships that matter.

- Sales discovery and account priorities
- Lead qualification, proposals, and follow-up
- Corporate and local account prospecting
- Group handoff and pipeline tracking
- Weekly activity recap; monthly strategy review

CUSTOM PROPOSAL · DEFINED SCOPE

A CONNECTED COMMERCIAL APPROACH

Sales & Digital Growth

Proactive hotel sales and digital marketing, working from one coordinated plan.

- All Sales Essentials services
- Brand-aligned digital presence review
- Social content planning and publishing
- Search-focused content recommendations
- Monthly sales and marketing scorecard

CUSTOM PROPOSAL · DEFINED SCOPE

1. <https://www.magnoliahotelsales.com/packages.html>

Portfolio & digital support

Start with your priorities. Agree on a defined scope before work begins.¹

FOR OWNERS & MANAGEMENT COMPANIES

Portfolio Partnership

Property-level attention with portfolio-level direction across hotels and brands.

- Multi-property discovery and priorities
- Shared account and referral strategy
- Sales, digital marketing, or combined scope
- Hotel-level and consolidated reporting
- Portfolio leadership review and action plan

CUSTOM PROPOSAL · DEFINED SCOPE

MARKETING WITHOUT A SALES RETAINER

Digital Presence

A purposeful digital presence that helps the right guests and planners find your hotel.

- Website and local-listing review
- Social media content and channel plan
- Brand-compliant content coordination
- SEO, answer-focused and AI-readable content
- Monthly channel reporting and next steps

CUSTOM PROPOSAL · DEFINED SCOPE

1. <https://www.magnoliahotelsales.com/packages.html>

Flexible sales support

Start with your priorities. Agree on a defined scope before work begins.¹

CONTINUITY WHEN YOU NEED IT

Sales Task Force

Flexible sales coverage for vacancies, transitions, leave, and periods of additional demand.

- A defined coverage and handover plan
- Lead response and opportunity follow-up
- Agreed account and sales activities
- Remote support; on-property by agreement
- Activity updates and end-of-engagement handoff

CUSTOM PROPOSAL · DEFINED SCOPE

A FOCUSED INITIATIVE

Sales Projects

A clear objective, a defined scope, and practical sales execution without a full retainer.

- Target-account research and outreach
- Seasonal or need-period sales campaigns
- RFP and negotiated-account coordination
- Pre-opening or repositioning sales planning
- Project milestones and completion summary

CUSTOM PROPOSAL · DEFINED SCOPE

1. <https://www.magnoliahotelsales.com/packages.html>

Clear work. Clear expectations.

A partnership designed around your hotel, team, and approved priorities.¹

DISCOVER

Understand the business.

Review the hotel, market, brand requirements, current team, and priorities. Identify the support that will be useful.

ALIGN

Define the partnership.

Agree on deliverables, lead or content volume, approvals, fees, reporting, and boundaries in a written proposal.

ACT

Build a working rhythm.

Confirm authorized access, set priorities, begin execution, and review progress together. Adjust the plan with intention.

What your proposal will clarify

Scope and capacity: Deliverables, lead capacity, content volume, response windows, reporting, systems access, contract term, and cancellation terms.

Separate costs: Media spend, travel, software subscriptions, and third-party production are separate unless expressly included.

Approvals stay clear: Rates, inventory, contract exceptions, and media budgets remain subject to the hotel's approval process and signed scope.

1. <https://www.magnoliahotelsales.com/packages.html>

Your hotel. Your priorities.

Meet the person behind the partnership, then talk through your next step.



Jana DeVoe Mason

CHIEF EXECUTIVE OFFICER

Twenty years of hotel sales experience in Georgia, with a relationship-first approach to serving owners nationwide.¹



All Sales Managers hold CHSL and CHDM designations.¹

A free 45-minute consultation.²

Bring your hotel or portfolio goals, sales challenges, and questions about digital marketing. Choose a time with Jana through Calendly.

BOOK YOUR SALES CONSULTATION



SCAN TO BOOK

Services & proposals

business@magnoliahotelsales.com

General inquiries

info@magnoliahotelsales.com

Supporting Hilton, Marriott, IHG, Choice, Best Western, Hyatt, Wyndham, Sonesta, and independent hotels. Brand references do not imply corporate affiliation or endorsement.

1. <https://www.magnoliahotelsales.com/about.html>

2. <https://calendly.com/magnoliahotelsales-info/30min>