



(For hospitality press)

No Lead Left Behind:

Zentila Releases Major Enhancements for Hotels

New technology released this week by strategic sourcing provider [Zentila](#) gives hotels powerful tools for managing leads to book more group business.

“The aim is to assure no Zentila lead ever goes unattended,” says Mike Mason, the company’s founder and CEO. “Zentila helps properties maximize sales with the highest conversion rate of any sourcing technology in the business. Our latest upgrade builds on the momentum to further streamline the process of managing leads and simplify communications between planners and hotels.”

No Lead Left Behind – The release’s new *Super Login* empowers sales teams to manage lead volume for dozens of people and dozens of properties from a single dashboard. Why work in silos? In an industry first, *Super Login* makes lead history and status fully accessible to the entire sales team on the property, regional and national levels. Sort by hotel or by manager and easily assign leads, all from one page. “This robust new tool keeps everyone in the loop,” says Brad Langley, chief operating officer. “If someone is traveling, another member of the sales team can easily jump in and work the lead.”

Customization Made Easy – Another major enhancement enables sales managers to create fully customized proposals in a few minutes. Hotels no longer have to offer the same proposal across a broad range of RFP dates. Zentila goes beyond traditional sourcing solutions, giving sales managers the tools they need to differentiate rates, concessions, F&B costs and more for every date option. Workflow is easy, with everything accessible on one page. Sales managers can create strategic proposals in minutes to drive group business over optimal dates.

Top Choice for Hotels

After spending 25-plus years in hotel sales and marketing for Gaylord, Marriott and Wyndham Hotels, Mason founded Zentila based on the principle that when it comes to sourcing, the simplest path is the best one.

That thinking paid off. “Today, Zentila RFPs have the highest response rate in the industry,” Mason says. “What’s more, the ease of completing Zentila proposals means faster responses for planners. Most come back in less than a day, compared to several days for the industry standard.”

So, why such attention to Zentila leads?

The company upends the status quo with a **SMART hotel search engine** that qualifies leads. Hotels receive only targeted RFPs that fit their profile.

The **ad-free site** along with organic search, promises unbiased search results that meet the RFP requirements. “When hotels receive an RFP from Zentila, they take note, knowing they have a real shot at winning the business,” Mason says.

In another innovation, **Zendealz** helps hotels maximize occupancy with group business by creating custom offers based on specific needs of the hotel. The technology matches the value offers to RFP specifications. The award-winning **Zendealz** replaces traditional online advertising with a targeted model to enable hotels to optimize revenue during high and low occupancy time periods.

Add to that, Zentila's **experienced Gurus** are available to provide support to hotel sales managers as needed to further ensure fast, accurate and complete responses. "Over the years, we've realized that hotel sales teams are left out of any real support picture," Mason explains. "We felt it was important to provide a different experience that delivers confidence to our hotel users and aids in more targeted proposals."

For more information on Zentila, visit Zentila.com.

About Zentila

Zentila is a first-of-its-kind strategic sourcing solution for meetings and events. The award-winning platform enables organizations and third-party planners to easily source and capture meeting and event data – all in one place. Zentila's user-friendly planning and administration tools add transparency to company meeting activities and reduces the time and costs associated with sourcing and contracting meeting venues. Its SaaS-based meetings management technology captures M&E spend for corporations, providing visibility to this hard-to-track category. For more information on this breakthrough solution, visit Zentila.com.

Zentila received Gold Award honors from Travel Weekly's 2014 and 2015 Magellan Awards in the Online Travel Services category.

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