

**upmail**  
SIMPLIFYING SALES. CLOSING MORE DEALS.

# SALES SOLUTIONS FOR HOTEL SALES TEAMS

Improve the performance of your salesforce by enabling them to **reach more prospects** and **convert more deals**.

Our unique cloud-based platform allows hotels and groups to **structure** best-in-class **sales emails** to drive sales consistency and **optimise sales efficiency**



**ACQUIRE  
MORE CLIENTS**

**INCREASE  
CONVERSION RATES**

**MAXIMISE  
REVENUE FROM  
EXISTING CUSTOMERS**

ENABLING  
HOTELS AND  
BRANDS TO DO  
MORE WITH LESS



OUR  
CLIENTS

Aimbridge

 PYRAMID  
GLOBAL HOSPITALITY

*Hard Rock*

WYNDHAM  
HOTELS & RESORTS

PACIFICA  
HOTELS

  
SHANGRI-LA  
HOTELS and RESORTS

  
IBEROSTAR  
HOTELS & RESORTS

 COLUMBIA  
HOSPITALITY™

*F*  
FRASERS  
HOSPITALITY

*Malmaison*

 PAN PACIFIC  
HOTELS GROUP

 RADISSON  
HOTEL GROUP

  
Kalahari.  
RESORTS &  
CONVENTIONS

1  
HOTELS

## The Fastest Way to Send Proposals and RFPs to Close More Groups, Meetings & Events



### ACCELERATE YOUR SALES CYCLE

With templates ready for any sales scenario, hotel sales team save time responding to any Groups and Meetings & Events inquiries, proposal/RFP and follow-ups.



### DIFFERENTIATE YOUR HOTEL

UpMail's highly customizable platform allows to deliver your hotel sales story by leveraging digital content to truly differentiate your property in every email and every proposal/RFP.



### HIGHLY FLEXIBLE AND EASY TO USE

Simple and easy to use, customize your account and templates for your specific hotel requirements or select templates from our library following hotel best practices.

## Key Features

- Proposal and RFP Template Library
- Media Content Library and content recommendation engine
- Tracking & insights
- Integration with Amadeus Delphi and Opera Cloud

AMADEUS

ORACLE<sup>®</sup>  
HOSPITALITY

## Your UpMail account includes

- Templates to cover every hotel sales scenarios, not just the proposal/RFP.
- Create as many templates as you want, in as many languages as needed
- Up to 3 users
- Live Support via our online chat

## Supercharge your Hotel Proactive Sales

Leverage your data to scale opportunities, track engagement and follow up on warm prospects

### EASILY REACH ALL YOUR CONTACTS

with speed, precision and agility

### DIFFERENTIATE YOUR COMMUNICATIONS

with media rich content

### ELEVATE YOUR CUSTOMER ENGAGEMENT

with highly personalized communications



## Key Features

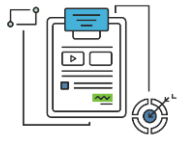
- Send up to 200 targeted emails at once with automatic follow-up prompts with just one click.
- Use UpMail media rich templates library and content recommendation to pull through your sales story, consistently
- Track who interacted with your communications
- Integrate with Salesforce or upload your own list, send email directly from your own email address.



## Your UpMail account includes

- Central Branded Template and Content Library
- Create as many templates as you want, in as many languages as needed
- Up to 3 users
- Live Support via our online chat

# UPMAIL FEATURES



## Suite of Templates

Structure your proposal/RFP Group & Event, Prospecting & Client Nurturing process with media-rich content – every time!



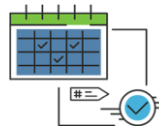
## Digital Content Recommendation Engine

See at a glance content to maximize the impact of every communication, boost productivity and response times.



## Automation & Tracking

Follow up prompts on every communication to keep the salesperson on top of their sales cycle and informed of their customer engagement.

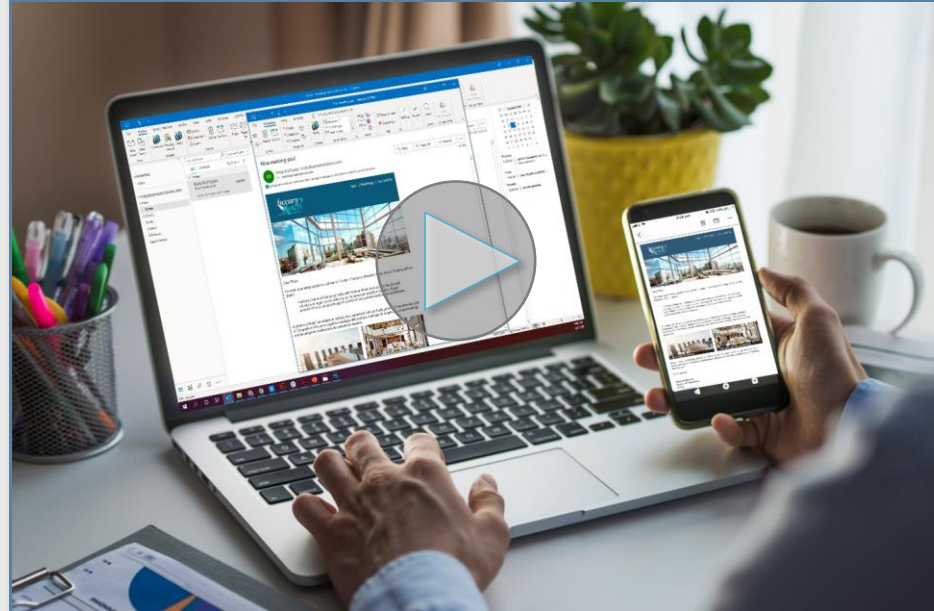


## Send to Multiple Recipients

Communicate with multiple recipients by sending up to 200 personalized emails in one batch - great for prospecting and trade-show follow-ups

# REACH A NEW LEVEL OF CONVERSION

[Click below to see it in action](#)



# HIGHLY FLEXIBLE & EASY TO USE

## Electronic Signature

Request clients to sign electronically with our integrated solution designed to save time sellers time and offer sales assurance



## Online Payments

Link your payment gateway to request deposits or full payments within the body of your email



## Reporting Dashboard

Inform your sales strategy with instant analytics formatted for both top line stats and deep dive management reporting.



## Integration

Capture essential event data from your S&C platform to deliver an efficient workflow and comprehensive proposal.



# UpMail Multi-Property Features

## Consistency as a standard

Effortlessly deploy your sales strategies and best practices across your sales organization.



### **Standardize your brands**

Centrally control the branding, templates and content of all your UpMail accounts across multiple brands.



### **Deploy your sales strategy**

Use UpMail centralized corporate libraries of templates, documents and digital content to support your sales strategy across all your UpMail accounts.



### **Optimize your sales funnel with data**

UpMail Enterprise reporting allows to aggregate the data from multiple UpMail accounts into a central dashboard.

## TAILORED FOR THE NEEDS OF HOTEL GROUPS

### **Custom Account Configuration**

Based on segmentation and sales structure

### **Custom Onboarding program**

Roll-out and training based on your needs

### **Custom Integration**

Solutions based on your IT infrastructure

### **Custom Branding**

Templates based on specific brand voice and hotel specifics

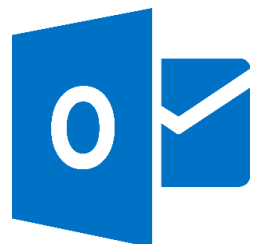
### **Custom Reporting**

View performance of hotels, teams and content

### **Custom built for types of hotel sales teams**

Property Teams, Regional & Cluster Teams  
Global Sales Teams

## Email Clients and CRM



**OUTLOOK**



**GMAIL**



**SALESFORCE**

## Sales and Catering Systems



**HOSPITALITY**

**OPERA CLOUD SALES AND  
EVENT MANAGEMENT (OSEM)**



**HOSPITALITY**

**OPERA SALES AND  
CATERING (V5)**



**DELPHI  
SALES AND CATERING**

# Client Testimonials



“UpMail places the power of the Hard Rock brand into the sellers’ hands delivering the brand voice and promise effortlessly across our global portfolio while creating a true point of difference in the look and feel, each and every time.”

**Danielle Babilino,**  
Senior Vice President Global Sales & Marketing,  
Hard Rock Hotels



“UpMail is a seamless and easy to use application that has enormously helped to maximize our time when sending proposals, personalized offers and following up with our partners.”

**Tunde Nagy,** Director of Sales and Marketing,  
Sofitel Dubai The Palm



“UpMail makes lightwork of responding to group and event enquiries, allowing teams to work faster and smarter. It’s an easy tool to use, creating powerful on brand emails, effortlessly telling the right sales story through imagery and custom content.”

**Sally Kefford,** Director of Event Sales,  
Pan Pacific London



“UpMail has been a game-changer for us. The ability to quickly send out robust proposals and eblasts has been invaluable. It's the ultimate time saver, allowing us to create templates for specific market segments that we can easily tweak and personalize. We've been winning more business as a result.

**Anita Cowen**  
Director of Sales & Marketing,  
Carmel Mission Inn (Aimbridge)



“The look and feel of our proposals have been modernised and transformed by UpMail!”

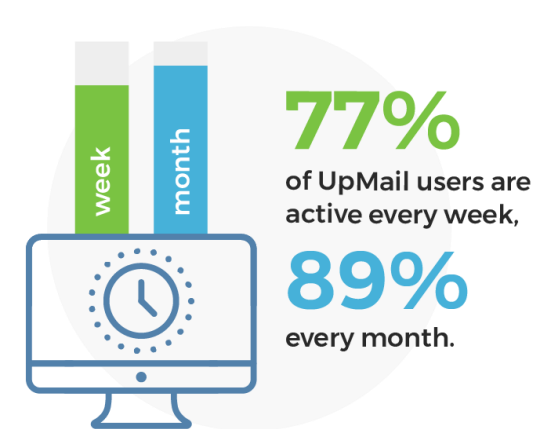
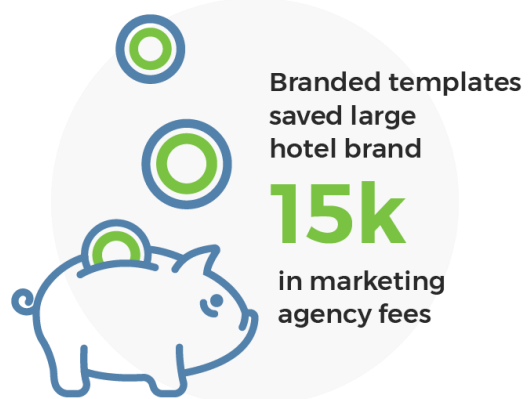
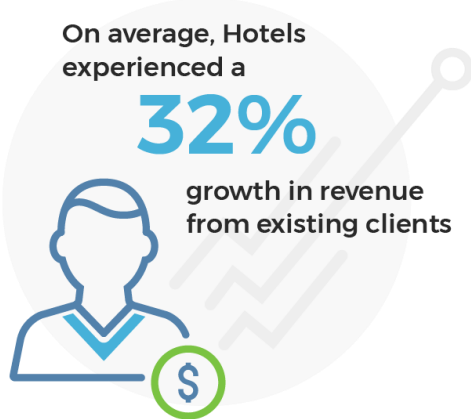
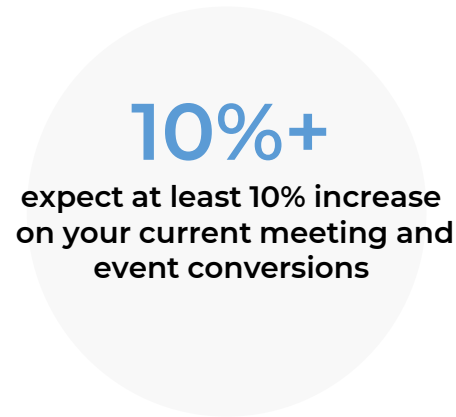
**Andrew Picketts**  
*Head of Meetings & Events,*  
Malmaison and Hotel Du Vin



“I consistently receive positive feedback from the field about the system’s robust capabilities, including personalization options and virtual tour functionality. The ability to easily switch out content and images in each proposal, along with business development features, sets UpMail apart!”

**Danielle Schweiger**  
Senior Sales Systems Analyst  
Benchmark | Pyramid Luxury & Lifestyle

# upmail Stats



Contact us today and start reaching more customers and closing more deals!

[BOOK A DEMO](#)

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