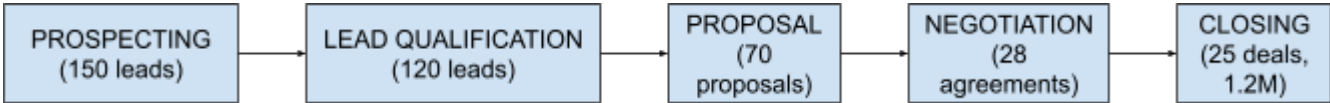




MID-TERM

MKTG 401		MARKETING MANAGEMENT			
DESIRED LEARNING OBJECTIVE		Evaluate the efficiency of a sales pipeline in meeting objectives.			
GROUP NO.	1	TEAM REPRESENTATIVE	SILLORAR, ANGELINA G.		COURSE, YEAR, AND SECTION
MEMBERS		NOCALAN, RIA JASMINE G.	DELA CRUZ, YZABIEL	BONGHANOY, ERICH ANN A.	BATIANCILA, ANGELA C.
WEEK	5	TITLE OF TASK	Sales Pipeline Management		

VISUAL REPRESENTATION (Diagram)



SALES PIPELINE STAGES FOR CAMPUSTUHAN HIGHLAND RESORT

Prospecting

Activities: Social media campaigns on Facebook (230K+ followers), travel fair booths in Bacolod, email blasts to local schools for field trips, and partnerships with travel agencies.

Result: 150 potential guest inquiries monthly from online ads and 50 group bookings from agency referrals.

Lead Qualification

Activities: Phone calls to confirm group size and budget, online form submissions for stay preferences, site tour invites for event planners, and checking payment capability.

Result: 60% of inquiries (120 leads) qualify as serious bookings, with 30 corporate groups and 90 family/day visitors.

Proposal

Activities: Sending package quotes (e.g., ₱150 day pass or ₱3,000 overnight stay), virtual tours of pools and ziplines, hosting Q&A via Zoom for event organizers.

Result: 70 proposals sent, with 50% (35 leads) accepting offers like ₱50,000 team-building packages or ₱10,000 family stay deals.

Negotiation

Activities: Adjusting rates for bulk bookings (e.g., 10% off for 50+ guests), discussing shuttle schedules from Bacolod, finalizing event add-ons like catering or extra activities.

Result: 80% of proposals (28 leads) reach agreements, e.g., a school group secures a ₱40,000 day tour with lunch included.

Closing

Activities: Signing booking contracts, collecting 50% deposits (e.g., ₱20,000 for events), arranging staff briefing for guest arrivals, confirming check-in details.

Result: 25 deals close, generating ₱1.2 million in revenue (e.g., ₱500,000 from overnight stays, ₱700,000 from day tours).