

SALES PIPELINE + SMART PRICING

Group, MICE, corporate. Done in one place.

A sales pipeline that knows your revenue. Every deal carries the Smart Pricing motor's recommendation, tied to the budget and the forecast. Sales and revenue work off the same number — for once.

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Lead → Qualify → Smart Price → Confirm → Tracked peaqlus.com · sales@peaqlus.com

THE DISCONNECT

Sales runs in a spreadsheet. Revenue doesn't know.

Most independent hotels run group, MICE, and corporate sales out of an Excel spreadsheet or a generic CRM that doesn't know what a room night is. Leads come in, the sales team manually checks "is this period soft", manually negotiates a rate based on gut, and manually forwards the confirmation to ops.

The revenue team doesn't see the pipeline. The forecast doesn't include the open MICE inquiries. The budget doesn't reflect the deal that just closed. The rate quoted to that 60-room group last week wasn't checked against the rest of the calendar. Six months later, nobody remembers why a Thursday in October had 80% of rooms blocked at €72 net.

Two teams. Two systems. Two different numbers.
Same hotel.

THE PEAQPLUS APPROACH

One pipeline. One forecast. One Smart Pricing motor.

The Sales Pipeline lives inside Peaplus, on the same snapshot foundation as the BI and forecast. Every deal carries the dates, the room block, the contract status, and the Smart Pricing motor's minimum acceptable rate — computed from OTB, budget, occupancy band, and pace. Sales and revenue read the same number. Decisions get audited. The forecast knows what's in the pipeline.

LEAD TO CONFIRMATION

A pipeline that knows the hotel.

Kanban board for the visual scan, table view for the bulk work, detail panel for the deal-level deep-dive. Every deal carries the dates, the room block, the segment, the contract status, the correspondence, and the pricing math.

01 – LEAD INTAKE

Capture the deal alongside the dates

Email or form-based capture: name, dates, room block size, segment (corporate, MICE conference, banquet, wedding), source. The deal lands on the pipeline board in the "Inquiry" stage with a unique ID. The dates are immediately visible on the Pricing Calendar as a flag.

02 – SMART PRICING MATH

Minimum acceptable rate, computed live

The Smart Pricing motor reads OTB on the requested dates, the budget for the period, the pace, and the occupancy band. Output: a minimum acceptable rate that protects the displacement cost. The sales rep can negotiate above it freely — below it requires a logged override.

03 – CONFIRMATION → FORECAST

The forecast sees the deal the moment it confirms

When the contract status flips to "Confirmed", the room block flows into the Tentative or Definite OTB layer. The forecast for those dates re-runs. The Pricing Calendar updates the occupancy bands. Revenue knows about the deal without anybody copy-pasting it.

04 – POST-EVENT TRACKING

Won, lost, no-showed — all measured

After the event date passes, the platform compares the contracted block to the actual pickup. Won deals tracked at confirmed value. Lost deals tracked with reason codes (price, dates, competitor). Pickup variance flagged for review. The audit trail tells the team what closed at what rate and what actually arrived.

THE DIFFERENTIATOR

Smart Pricing motor: the deal price, with the math attached.

The hard part of group / MICE pricing isn't quoting a rate — it's knowing whether the rate protects the displacement risk on the requested dates. Smart Pricing makes that math explicit and visible to both the sales rep and the revenue team.

THE INPUTS

What goes into the minimum acceptable rate

OTB on the requested dates — current occupancy baseline.

Budget for the period — the rate the property needs to hit plan.

Pace vs LY same-point — soft or strong demand window?

Occupancy band on the calendar — high-demand vs shoulder day.

Length of stay — multi-night blocks weighted differently from single-night.

THE OUTPUT

A defensible number, with the reasoning

A single minimum acceptable rate per night, with the displacement cost shown alongside. Override possible — the override is logged with reason and user. After the event, the actual revenue vs the Smart Pricing recommendation is reported back — closing the loop on whether the deal worked out.

The rate quoted to the 60-room group is no longer a gut-feel guess.

TWO MORE DIFFERENTIATORS

- → **Same number across teams.** The sales rep, the revenue manager, and the GM all see the same minimum acceptable rate, the same forecast impact, the same pace context. No translation, no "let me check with revenue first".
- → **Decisions tied to the data that drove them.** The Discussion thread anchors to the deal; the decision audit captures the price call. Six months later, the question "why did we close this at €72" has a one-click answer with the math.

PRICING

Included in Pro. Or à la carte on top of any tier.

Per-property monthly pricing. The Sales Pipeline + Smart Pricing module is included in the Pro bundle alongside Pulse AI and the Revenue Meeting workflow. It can also be added à la carte to a Starter or Growth subscription. The prices below apply to the under-49-room band.

<div style="display: flex; justify-content: space-between; align-items: center;"> Pro RECOMMENDED </div> <div style="text-align: center; margin-top: 10px;"> €334 / property / mo </div> <p style="margin-top: 5px;">Sales Pipeline + the full loop.</p> <hr style="border: 0.5px solid #ccc; margin: 10px 0;"/> <ul style="list-style-type: none"> + Sales Pipeline + Smart Pricing motor + Revenue Meeting workflow + Pulse AI (Chat, Smart Forecast, AI Narrative, Daily Briefing) + Everything from Growth (Pricing, Ping, Competitor Rate Intelligence) + Everything from Starter (BI, Insights, Decisions) 	<div style="text-align: center; margin-bottom: 10px;"> Starter + Sales Pipeline </div> <div style="text-align: center; margin-bottom: 5px;"> €109 + €49 / property / mo </div> <p style="margin-top: 5px;">If you only need the pipeline.</p> <hr style="border: 0.5px solid #ccc; margin: 10px 0;"/> <ul style="list-style-type: none"> + BI Core (23 reports, 9 dashboards) + Sales Pipeline + Smart Pricing motor + Discussion threads & Decisions + Email reports · multi-property + (Add Pricing module separately if needed) 	<div style="text-align: center; margin-bottom: 10px;"> Growth + Sales Pipeline </div> <div style="text-align: center; margin-bottom: 5px;"> €236 + €49 / property / mo </div> <p style="margin-top: 5px;">Sales-side on top of rate management.</p> <hr style="border: 0.5px solid #ccc; margin: 10px 0;"/> <ul style="list-style-type: none"> + Everything in Growth, plus: + Sales Pipeline + Smart Pricing motor + BI Core · Pricing & Rate Management + Competitor Rate Intelligence + Ping smart alerts
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What the module doesn't do

- → **It's not a generic CRM.** No marketing automation, no email sequences, no lead-scoring on website visitors. Built specifically for hotel deals — group, MICE, corporate accounts.
- → **It doesn't sign contracts.** The deal moves through the pipeline stages, the documents attach, but the signing happens in your e-signature tool. We track that the contract was signed; we don't replace the signing.
- → **It doesn't replace the GDS or the OTA channels.** Group / MICE / corporate are direct sales. Transient retail keeps flowing through your OTA channels and direct booking engine — Peaqlus reports on all of them, but the Sales Pipeline module is for direct deal management.

See the Smart Pricing motor on a real group inquiry.

A 45-minute walkthrough. We open a sample MICE inquiry on the live demo property, run the Smart Pricing motor against the requested dates, show the displacement math, and walk through the

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