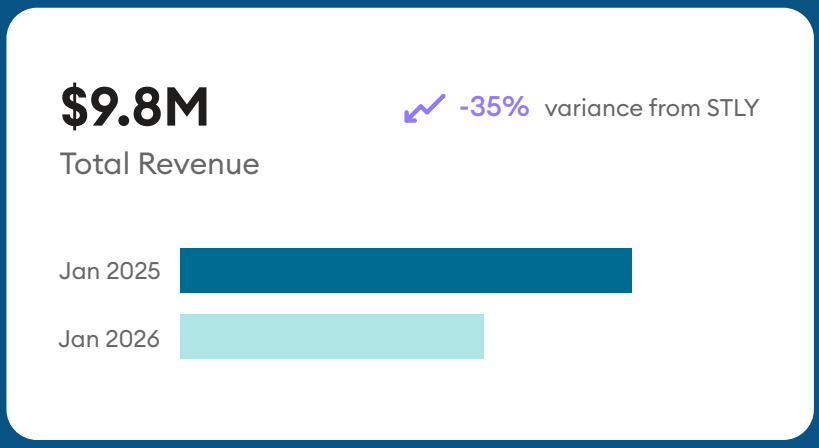
amaze

Surviving Leadership Turnover

When a decade of sales knowledge disappeared, data filled the gap



Hotel Profile: 180-room urban select-service hotel, independent management company

The Challenge

When the hotel's Director of Sales of 8 years departed, she took a decade of market knowledge with her. The incoming DOS was talented but new to the market. Within three months, group pace dropped 35% as the new leader struggled to understand seasonal patterns, key accounts, and market dynamics. The hotel had no centralized system to preserve institutional knowledge.

"I inherited zero documentation. The previous DOS had it all in her head—which accounts mattered, what months were strong, how to price different seasons. I was flying blind and our numbers showed it."

– Director of Sales, Urban Hotel

The Solution

Amaze Insights became the institutional memory the hotel lacked. Historical performance data, account relationships, seasonal pricing patterns, and conversion trends were all preserved in the platform.

The new DOS could instantly see which accounts had produced historically, what demand patterns looked like year-over-year, and how to set appropriate pricing by season.

The Results

The hotel established a repeatable playbook for future leadership transitions, ensuring knowledge and performance continuity regardless of personnel changes.

5 months faster to productivity

than the industry average for new DOS

35% pace decline recovered

within 4 months of implementation

$1.2M in annual revenue preserved

that would have been lost during the transition period

*"**Amaze gave me what would have taken years to learn.** I could see immediately that April and October were our power months, that corporate groups converted at twice the rate of association business, and exactly how the previous team had been managing the funnel. It was like having a mentor built into the system."*

Keep revenue steady through leadership transitions.

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