

# Tammy Gillis

## Get ready for a new era of selling!

## Hotel Sales Has Changed. Has Your Training?

Sales has changed. Buyers have changed. Yet many hotels are still training their teams with outdated playbooks built for a different era.

Today's sales professionals face more complexity than ever before, including fragmented data, AI, digital buyer journeys, increasing competition, and less time for proactive selling. The role has evolved faster than the training behind it, creating skill gaps that directly impact revenue.

**At Gillis, we've redefined hotel sales training for today's marketplace.**

Through in-person workshops, webinars, and keynote presentations, we equip sales teams with modern strategies, practical skills, and proven systems that improve performance, strengthen consistency, and help hotels compete with confidence.

*"The biggest risk isn't an untrained sales team. It's a team trained for an era that no longer exists."*

– Tammy Gillis

## About Tammy

Tammy Gillis is a sales performance expert, author, and Founder & CEO of Gillis Sales. With more than 30 years of sales experience, including leadership roles with Hilton Hotels, she has trained hundreds of hotels across North America, building high-performing sales teams.

She's a featured industry speaker and an active board member of the HSMAI Foundation. Tammy has built award-winning training programs, recognized by the Association of Training and Development.




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# The Gillis Advantage

**Our mission is to make sales accessible and achievable for all hotels**

## Speaking Topics to Modernize Your Sales Playbook



### The New Era of Selling

#### How AI is Transforming B2B Sales

AI is disrupting old sales methodologies and changing how sales teams work. Drawing on decades of sales leadership and real-world results, Tammy shares practical strategies for using AI to help teams become more relevant, strategic, and productive without sacrificing the trust and human connection that drive long-term success.



### The Blueprint For Sales Excellence

#### How to Build High-Performing Sales Teams

Great sales results don't happen by chance. They're built on proven systems, disciplined execution, and teams that know how to create value. Tammy shares proven strategies to help hotels reimagine sales, strengthen performance, and build high-performing teams that consistently deliver results.



### Everyone is in Sales

#### Building a Culture That Drives Revenue

The strongest hotels create a culture where every team member understands how their role influences customer experience, relationships, and revenue growth. Tammy shares real world strategies for breaking down silos, building accountability, and creating a culture where business growth becomes everyone's responsibility.

***"Gillis is one of our most valued and trusted advisors and partners."***

– **Perry Batke**
CHA, General Manager, Denham Hospitality Organization

***"Giving us confidence no matter what comes up."***

– **Dhaval Brahmbhatt**
Principal Owner, Prominence Hospitality Group

***"Gillis has become our most effective resource."***

– **Patti Barker**
Vice President of Hospitality, Metropolitan Hospitality Management

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