



## Case Study

**£300k+**  
M&E Enquiries  
Generated Within  
6 Months

# Driving Sales Momentum Through Interim Leadership

Slieve Donard Hotel, Newcastle,  
Northern Ireland

*"Excelerate provided immediate leadership and commercial stability at a critical time for our business. Their interim support ensured our sales momentum was maintained, enquiries were managed effectively, and our team remained focused while we recruited our next Director of Sales."*

— Senior Management Team, Slieve Donard Hotel

## The Challenge

With the Director of Sales role vacant, Slieve Donard faced the risk of stalled momentum across Meetings & Events and corporate sales activity. Without immediate leadership in place, enquiry management, proactive follow-up, and conversion could have been disrupted during the recruitment period.



## Our Approach

Excelerate stepped in as Interim Director of Sales, acting as a seamless extension of the Slieve Donard commercial team.

While recruitment was underway, we provided senior-level leadership, strategic oversight, and hands-on sales support to ensure continuity across inbound enquiries, buyer relationships, and conversion activity. Our role focused on keeping the sales engine running, supporting the onsite team, and protecting pipeline value until the permanent Director of Sales joined.

## The Results

Working closely with the Slieve Donard team, Excelerate delivered:



£300,000+ in Meetings & Events enquiries generated



£55,000 converted into confirmed business



Sales momentum maintained across the interim period



No disruption to pipeline during leadership transition

## Why Hotels Choose Excelerate

- ✓ Immediate interim sales leadership
- ✓ Proven UK expertise across corporate, MICE, and leisure segments
- ✓ Relationship-led approach with measurable ROI
- ✓ Transparent reporting and clear results
- ✓ Flexible short-term support with long-term impact

Watch our corporate video

