

# **Bond'nBuild**

**Agency**

# DRIVING SALES GROWTH WITHOUT THE COST OF FULL-TIME HIRES

Bond'nBuild helps hospitality, travel, and lifestyle brands generate more revenue through targeted sales and business development—without the overhead of full-time staff.



Founded by Hakim Omar, former Global Director of Sales at citizenM Hotels, with 15+ years of experience across Europe, the Middle East, and the USA.

**We don't just consult—we open doors, close deals, and grow your business.**

# SERVICES AT A GLANCE

## 01

### MARKET ACCESS & REVENUE GENERATION

Full-cycle outsourced sales

RFP & tender management (Cvent, Lanyon, HRS)

Strategic partnerships & account growth

Market development in Europe, Middle East & USA

High-impact sales blitzes, site visits & FAM trips

## 02

### SALES STRATEGY, TRAINING & SYSTEMS

Go-to-market strategy

Sales playbook creation

CRM setup & optimization (Salesforce, Hubspot, MEWS, Pipedrive)

Sales training: prospecting, pipeline growth, relationship-building

## 03

### LEADERSHIP & TEAM EMPOWERMENT

Interim sales leadership

Structuring high-performing teams

Coaching in negotiation, time management & strategic thinking

Hands-on mentorship to drive results

# THE PROBLEM & OUR SOLUTION

**No overhead. No long contracts.  
Just outcomes.**

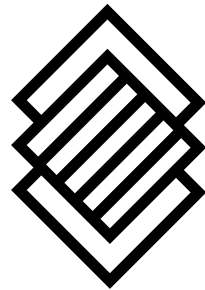
## THE PROBLEM:

Full-time sales teams can drain resources: salaries, benefits, training, and long onboarding cycles—yet often underdeliver.

## OUR SOLUTION:

We bring ready-to-go sales power—on a project, interim, or ongoing basis—focused solely on results and revenue growth.

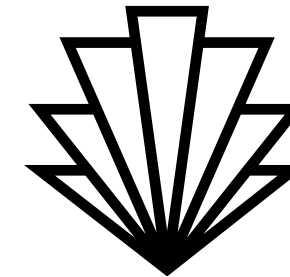
# THE BOND METHOD



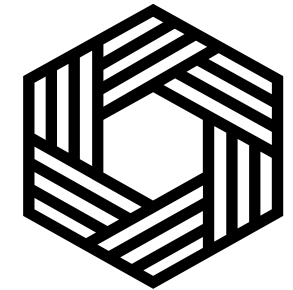
**Bond - Build trust and open doors.**



**Build - Craft winning, targeted strategies.**



**Close - Seal high-impact deals with precision.**



**Grow - Expand relationships and revenue for long-term success.**



# CASE STUDY: GROWING SME MARKET SHARE AT CITIZENM

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## The Challenge:

Post-Covid, while many large corporations were still grounded by travel restrictions, SMEs were the first to return to the road. At citizenM, we needed to quickly capture this demand across our 37 hotels in Europe and the USA—without diluting our “affordable luxury” positioning.

## The Action:

- Led Dutch corporate sales segment across all properties.
- Developed SME-focused global sales plan.
- Hired and Managed SDR team to generate high-value corporate leads.
- Implemented sales blitzes and targeted outreach to key accounts.

## The Results:

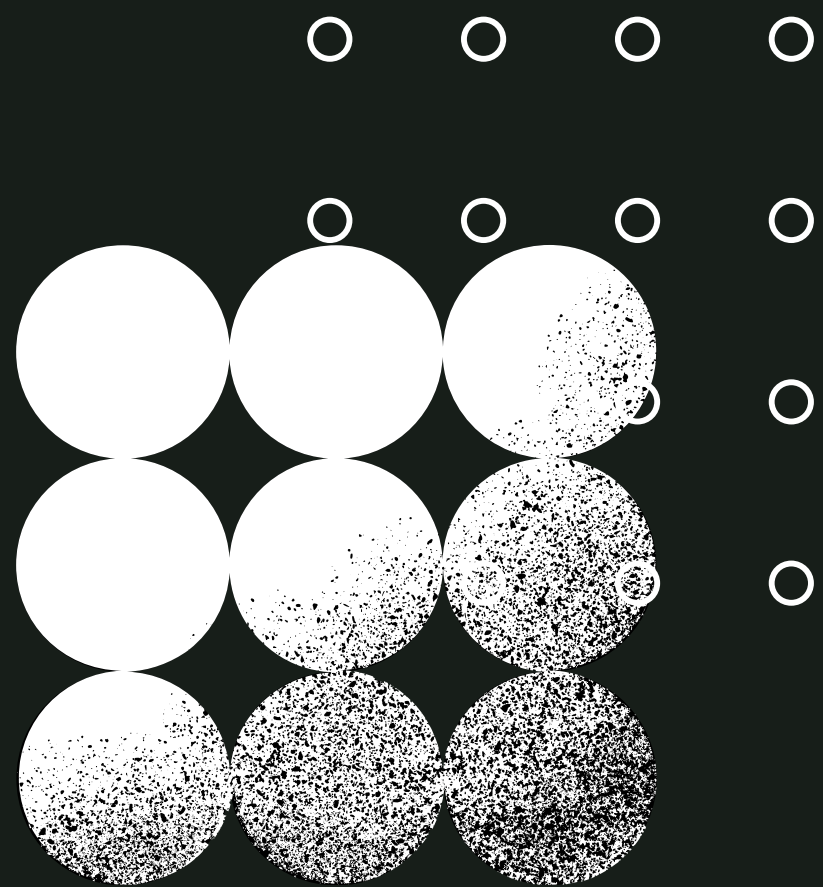
- Expanded global SME client base significantly with 35% increase in revenue year over year.
- Increased direct corporate bookings.
- Strengthened citizenM’s reputation as a hospitality innovator.

# WHY CLIENTS CHOOSE US





- Proven Global Experience – 15+ years in sales across 3 continents.
- Credibility with Top Brands – Including citizenM Hotels.
- Flexible Engagements – Pay for outcomes, not overhead.
- Global Network – Direct access to decision-makers.
- Hands-On Approach – We execute, not just advise.

# LET'S TALK



"Let's explore how we can open new doors and drive measurable growth for your business this quarter."



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# WHO IS BOND'NBUILD?

WE ARE AN AGENCY, WE EMPOWER AND DESIGN STRATEGIC SALES AND BUSINESS DEVELOPMENT SOLUTIONS. WITH OVER 15 YEARS OF GLOBAL EXPERIENCE ACROSS EUROPE, THE MIDDLE EAST, AND THE USA, WE DON'T JUST ADVISE—WE ACTIVATE GROWTH.

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## OUR MISSION

TO EMPOWER HOSPITALITY AND LIFESTYLE BRANDS WITH FLEXIBLE, RESULTS-DRIVEN SALES AND BUSINESS DEVELOPMENT SOLUTIONS, ELIMINATING THE NEED FOR COSTLY FULL-TIME SALES COMMITMENTS.

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## OUR VISION

TRANSFORMING HOW BUSINESSES APPROACH SALES—MOVING BEYOND TRADITIONAL EMPLOYMENT MODELS TO DYNAMIC, TARGETED, AND OUTCOME-FOCUSED STRATEGIES.

# THE PROBLEM

TODAY, MANY HOSPITALITY AND CORPORATE ORGANIZATIONS STILL RELY ON OUTDATED SALES STRUCTURES. HIRING FULL-TIME SALES DIRECTORS AND BUSINESS DEVELOPMENT MANAGERS OFTEN COMES WITH HIGH FIXED COSTS—SALARIES, INSURANCE, TRAINING, BONUSES, AND LONG ONBOARDING CYCLES. DESPITE THESE INVESTMENTS, RESULTS ARE INCONSISTENT, AND MANY OF THESE ROLES UNDERDELIVER COMPARED TO THEIR COST. THIS MODEL IS NOT ONLY INEFFICIENT—IT'S BROKEN.

# OUR SOLUTION

BOND'NBUILD OFFERS A SMARTER, LEANER ALTERNATIVE. WE PROVIDE STRATEGIC, PROJECT-BASED, OR INTERIM SALES AND BUSINESS DEVELOPMENT SOLUTIONS DESIGNED TO DRIVE REAL IMPACT—WITHOUT THE OVERHEAD. OUR MODEL FOCUSES PURELY ON OUTCOMES, GROWTH, AND REVENUE GENERATION. WE BRING THE TALENT, THE SYSTEMS, AND THE NETWORK—SO YOU CAN FOCUS ON RESULTS, NOT HEADCOUNT.



# Market Access & Revenue Generation

**Bond'nBuild**

**We open doors and generate demand through strategic connections and experiences.**

- Full-cycle outsourced sales representation
- RFP & tender management (Cvent, Lanyon, HRS and most platforms)
- 15+ years of global B2B relationships & industry insight
- Market development across Europe, the Middle East & the USA
- High-conversion sales blitzes, site visits & FAM trips
- Build strategic partnerships & long-term account growth
- Relationship-based sales strategies
- Event management & travel consultation for business growth

# SALES STRATEGY, TRAINING & SYSTEMS

WE DESIGN AND IMPLEMENT SALES SYSTEMS THAT GENERATE MEASURABLE IMPACT.

GO-TO-MARKET AND BUSINESS DEVELOPMENT STRATEGY

SMART PROSPECTING APPROACHES AND FUNNEL GROWTH

SALES PLAYBOOK CREATION & PIPELINE SETUP

TOTAL ACCOUNT MANAGEMENT TO GROW AND RETAIN KEY CLIENTS

DEEP-DIVE MARKET AND SEGMENT ANALYSIS TO UNCOVER OPPORTUNITIES

SALES TRAINING: PROSPECTING, PIPELINE GROWTH, AND RELATIONSHIP-BUILDING

CRM SELECTION (SALESFORCE, MEWS, APALEO, PIPEDRIVE, HUBSPOT)

CRM ONBOARDING & CUSTOMISATION, REPORTING VIA HOTELLIGENCE360, POWER BI







# LEADERSHIP & TEAM EMPOWERMENT

WE ACT AS YOUR OUTSOURCED SALES & BUSINESS DEVELOPMENT ENGINE. WE HELP YOU GROW REVENUE, FORGE KEY PARTNERSHIPS, AND STRUCTURE YOUR SALES FOUNDATION FOR SCALE.

WE HELP YOU BUILD, LEAD, AND ENERGIZE SALES TEAMS THAT DELIVER RESULTS.

- INTERIM AND SEASONAL SALES LEADERSHIP
- STRUCTURING AND SCALING HIGH-PERFORMING SALES TEAMS
- COACHING ON STRATEGIC THINKING, TIME MANAGEMENT & NEGOTIATION
- MOTIVATION & HANDS-ON MENTORSHIP FOR YOUR TEAM
- PROVEN LEADERSHIP EXPERIENCE ACROSS GLOBAL MARKETS

# FOUNDER

HI, I'M HAKIM.

AFTER 15+ YEARS IN SALES AND BUSINESS DEVELOPMENT ACROSS EUROPE, THE MIDDLE EAST, AND THE USA, I SAW A GROWING GAP BETWEEN WHAT COMPANIES WERE PAYING FOR AND THE VALUE THEY WERE ACTUALLY RECEIVING. I'VE WORKED WITH GLOBAL HOTEL BRANDS, TECH PLATFORMS, AND LIFESTYLE CONCEPTS, AND THE PATTERN WAS CLEAR: TOO MANY BUSINESSES INVEST IN FULL-TIME SALES TEAMS THAT DON'T DELIVER ENOUGH TO JUSTIFY THE COST.

THAT'S WHY I CREATED BOND'NBUILD.

MY MISSION IS TO REVOLUTIONIZE HOW COMPANIES APPROACH SALES. NO BLOATED OVERHEADS. NO UNDERPERFORMING DEPARTMENTS. JUST FOCUSED, AGILE, AND EXPERT SUPPORT THAT MOVES THE NEEDLE. WHETHER YOU'RE A HOTEL, TRAVEL COMPANY, TECH PLATFORM, OR CO-LIVING SPACE—WE PROVIDE EXACTLY WHAT YOU NEED, WHEN YOU NEED IT.

THIS ISN'T JUST A CONSULTING AGENCY. IT'S A NEW WAY OF THINKING ABOUT SALES—ONE THAT PUTS RESULTS FIRST, REMOVES UNNECESSARY COSTS, AND HELPS YOU GROW SMARTER.







**Bond'nBuild**

# Why choose Bond'nBuild?

Agile & Cost-Effective: Reduce your overhead with no long-term payroll commitments, training costs, or recruitment challenges.

Industry Experts: Benefit from deep industry expertise and practical strategies from professionals who understand hospitality inside-out.

Flexible Engagements: Tailored solutions—exactly what you need, precisely when you need it.

# WHY WORK WITH US

**What makes us different isn't just what we do — it's how we do it.**

## **Built by Sellers, Not Just Consultants**

**With 15+ years in the trenches of hospitality sales, we speak your language. Our strategies are shaped by experience, not theory.**

## **Flexible, Plug-and-Play Support**

**We adapt to your structure — whether you need interim leadership, campaign-based execution, or a full outsourced sales engine.**

## **Hyper-Focused on B2B Growth**

**We don't spread ourselves thin. B2B hospitality sales is our craft, and we work with clients who are serious about growing it.**

## **Relationship-First, Always**

**From initial contact to ongoing partnerships, we prioritize human connection, trust, and long-term value over quick wins.**

## **Execution with Accountability**

**We bring clarity, tracking, and measurable results to every engagement. You'll always know what's working — and what's next.**

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**Bond'nBuild**



# THE BOND METHOD

**Bond → Build → Close → Grow → Repeat**

## 1 Discover & Diagnose

We start with deep listening and business analysis to understand your goals, market, and internal structure.

- Audit of sales pipeline, tools, and talent
- Identify key opportunities and bottlenecks
- Align on outcomes and success metrics

## 2 Strategize & Structure

Together, we define the right sales strategies, infrastructure, and team needs to scale effectively.

- Custom go-to-market and revenue playbooks
- CRM & system design tailored to your needs
- Hiring, onboarding, and upskilling frameworks

## 3 Activate & Execute

We plug in as your sales engine — fully or partially — to drive outreach, close deals, and grow revenue.

- Full-cycle sales execution: prospecting, RFPs, negotiations
- Global outreach using proven tools (Cvent, HRS, Lanyon)
- Hands-on sales leadership and team management

## 4 Measure & Optimize

We use data to track performance and continuously refine our approach.

- Dashboard reporting, KPI tracking, and win-loss analysis
- Sales team coaching based on performance metrics
- System upgrades (CRM, reporting, workflows)

## 5 Scale & Grow

Once systems are validated and working, we help you grow them.

- Market expansion strategy across Europe, ME & US
- Long-term partnerships and key account growth
- Repeatable, scalable sales systems built to last

**Bond'nBuild**