



brand
deck.

via
collective.

why via?

Via Collective is more than your average consultancy, we are a results-driven commercial partner founded on integrity, accountability, and a shared passion for all things hospitality.

We provide hands-on support bespoke to your business, ensuring every decision is commercially sound and operationally effective in real life.

We deliver seamless, end-to-end support, aligning strategy, systems, and people.

More than advisors, we step in and work alongside our clients in real time. Our adaptable approach is designed for live environments, considering operations, staffing, and service flow.

We build strong foundations, unlock cost efficiencies, and create premium brand experiences that drive long-term success during and beyond the length of the campaign.

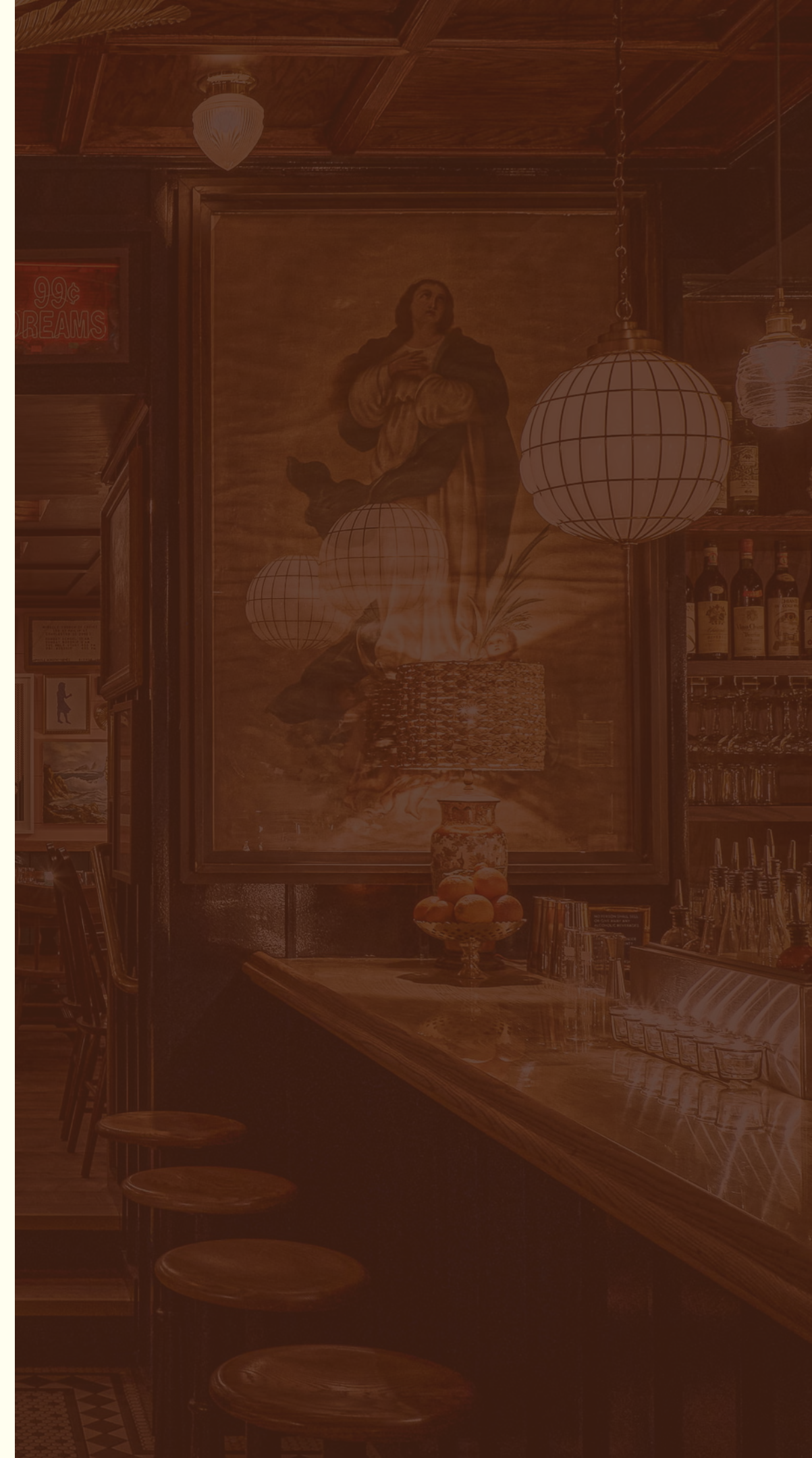
services.

Each package is designed bespoke to you, created to work with your business and capabilities. We'll never sell you a service that you don't need.

1. Marketing

2. Sales & growth execution

3. Business development



core sales services.

90-Day Sales & Revenue Plans :

Sales audit, revenue gap analysis, channel review, clear 90-day priorities, targets, KPIs, and an execution roadmap.

12-Month Proactive Sales Strategies :

Annual revenue planning, sales & marketing strategy, forecasting, pricing and packaging guidance, and scalable sales structure recommendations.

Event & Group Sales Strategy :

Optimising event and group sales structure, enquiry flow, proposals, follow-up, conversion rates, upselling, yield management, and team training.

New Site Openings & Concept Launches :

Pre-opening sales strategy, launch revenue planning, pipeline build, pricing and packaging setup, and post-launch optimisation.

Back-of-House Sales Auditing & Streamlining:

Reviewing sales processes, workflows, and systems to improve efficiency, reduce cost, and support scalable growth.

Sales Team Training & Management :

Sales training programmes, proposal and negotiation training, performance frameworks, coaching sales managers.

Competitor & Market Sales Analysis:

Competitor review, pricing and packaging comparison, market opportunity mapping, and commercial positioning.

Sales Systems & Platform Expertise

Including but not limited to:

- SevenRooms
- OpenTable
- DesignMyNight
- TripleSeat

Includes system setup, configuration, enquiry routing, pipeline visibility, team training, and optimisation for conversion and efficiency.

core marketing services.

Full 360 Bespoke Hospitality Marketing Strategy :

(3, 6 or 12 month plan)

Includes:

Full audit of existing channels and competitor analysis.

Bespoke marketing calendar designed to capitalise on business objectives and opportunities

Sales first approach to brand reputation, with local store marketing and business development support across singular and multi-location marketing strategy roll out .

Branding & Positioning:

Brand Strategy & Marketing positioning with concept development & review of brand guidelines & structure of communications.

Marketing Promotions Growth Plan:

Customised campaigns to drive trade and exposure, bespoke to business objectives

Seasonal promotions, menu launches, loyalty programmes and customer retention strategies .

Asset Creation with Photography/Videography:

Includes full management of outsourced photographer/filmmaker, creative brief & in-person execution.

Event & Experiential Marketing:

- Grand opening or relaunch strategy
- Brand collaborations, pop ups & off-site activation opportunities
- Media & influencer events

Additional Services:

including but not limited to:

Digital, social media & content Marketing Plans

One off audit of all marketing channels, complete with breakdown of practical advice, quick wins & longer term strategy.

contract types.

Fractional Head of Sales – Contract type:

Embedded senior sales leadership to build structure, strengthen pipeline performance and drive sustainable revenue growth, without the overhead of a permanent hire.

Project - Head of Sales

Targeted commercial interventions focused on strengthening sales performance including audits, revenue planning, launch strategy, enquiry conversion and pipeline optimisation.

Marketing support - 1-2 days per week:

Guidance and implementation of strategy through remote support function.



let's talk!

Get in touch:
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via
collective.