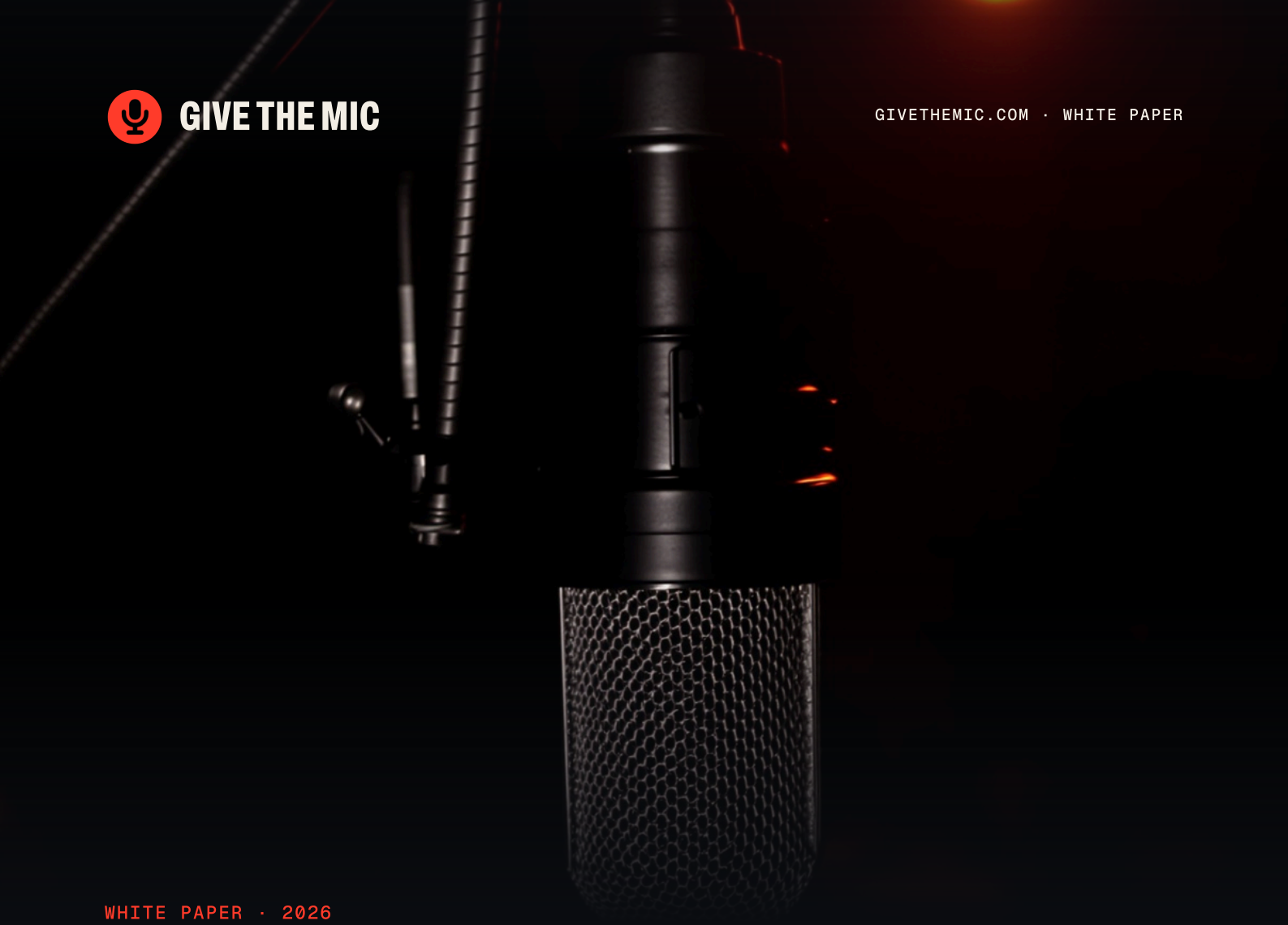


WHITE PAPER · 2026

# Give the mic to your prospects.

How a B2B podcast gets you in front of the buyers who never answer a cold call. With the numbers from 62 hotels.

01 Why your best prospects don't answer

02 Give first, then ask

03 Who it pays off for

04 62 hotels, 28 customers

05 How to start

06 The recording

07 The follow-up

08 What went wrong

09 Roundtables and the industry's podcast



# 01

# Why your best prospects don't answer.

Cold calls, cold email and ads all ask first. The better the prospect, the less they answer.

01 · THE PROBLEM

# Everyone asks first. Nobody answers.

Hotel owners are among the busiest buyers there are. Dozens of software companies call, email and message them every week, and almost all of it goes unanswered.

Arjan Eikelenboom, co-founder of guestjourney.ai, software for hotels, learned that first-hand. He called and emailed the hotels he wanted as customers. Nobody picked up, and nobody wrote back.

That is not a hotel problem. Every B2B company that sells into one industry hits the same wall. Cold calls, cold email and ads all ask for something before they give anything: time, attention, a meeting. The better the prospect, the more often they have been asked, and the less likely they are to say yes.

WHAT EVERYONE TRIES

- Cold calls
- Cold email
- Ads
- A connection request with a pitch behind it

WHAT THEY ALL ASK FIRST

- Your time
- Your attention
- A meeting about us

## Then guestjourney.ai stopped asking for a meeting, and started offering a stage.

# Nobody answered the call. Nearly everyone answered the invitation.

GUESTJOURNEY.AI, INVITING HOTELS ONTO FUTURE OF HOSPITALITY

## What changed

01 **Same hotels**

02 **Same company behind it**

03 **A different first question**

Instead of "can we show you our software", the first message was "we would like to have you on our podcast, to talk about your work". That is a question a busy owner likes to say yes to.

02 · THE IDEA

# Give first, then ask.



Sales normally works the other way round. You ask first, give me thirty minutes, and give later: a demo, an offer, something useful. A podcast invitation gives first. You offer a stage, a conversation about their work, and an episode they can share. Only later, if it fits, do you ask for something.

It kills two birds with one stone. In the same hour you build a relationship with exactly the person you want to reach, and you make marketing content: an episode, clips and quotes about the problems your buyers have, told by one of them.

Then the guest shares it. Their network sees it, from someone they trust, about a problem and what they know, not about you. That builds trust you cannot buy with an ad.

### WHAT YOU GET

- An hour with a prospect who would not take a sales call
- Content your buyers want to watch
- Reach through the guest's own network
- A reason to stay in touch

### WHAT YOUR GUEST GETS

- A stage to talk about their work
- The full episode and their own clips
- Something to share with their network
- No pitch

03 · WHO IT PAYS OFF FOR

# Worth it when a customer is worth it.

This is for a founder or sales director of a B2B company that sells into one industry and can name the customers it wants. It is not for every business. An episode takes time and money, so it pays off when one customer is worth enough.

THE ARITHMETIC, AT GUESTJOURNEY.AI'S RATE

| | |
|---|---|
| One show and Lead engine, up to four guests a month | $698 a month |
| Customers from four guests, at 28 of every 62 | about 1.8 a month |
| **What one customer costs** | **about $390** |

Launch prices. 28 of 62 is what guestjourney.ai saw in hospitality, not a promise for your market.

So a deal should be worth $500 or more. Below that it does not pay; a $20 sale never will. And count the whole customer: one worth $500 a year who stays three years is worth $1,500. Even when it only breaks even, you keep the content, and a customer you won this way brings referrals.

IT FITS IF

- You sell B2B, into one industry
- You can name the companies and roles you want
- A customer is worth $500 or more
- You can host up to four conversations a month



# 04

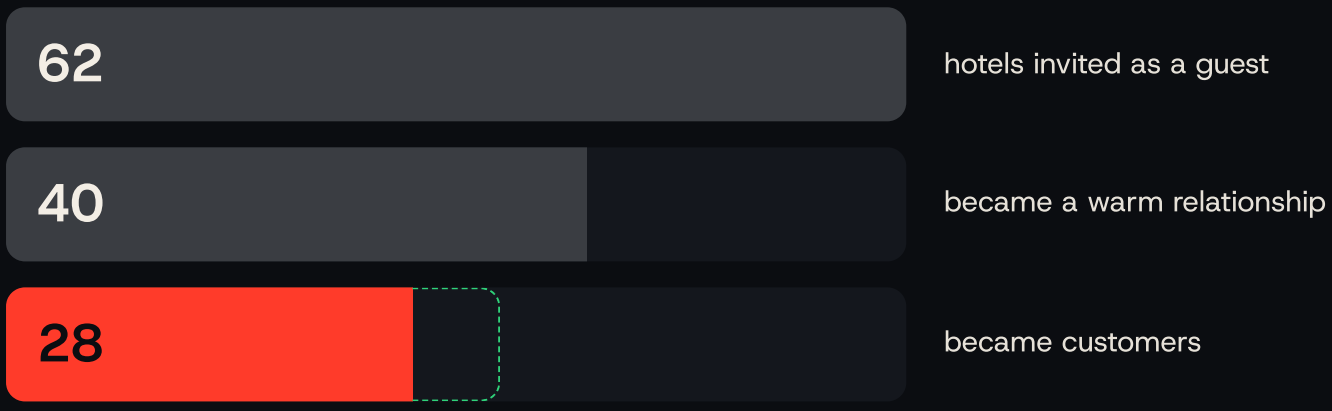
# 62 hotels, 28 customers.

What came of it when guestjourney.ai invited the hotels it wanted as customers.

04 · THE PROOF

# From invitation to customer.

guestjourney.ai started Future of Hospitality, a video podcast for the hotel industry, and invited the hotels it wanted as customers. Over time, this is what came of the 62 hotels it invited.




+6 did not buy, but referred a customer who did

## And the rest?

Some guests were never going to buy. They were invited for the show: a well-known name lifts the podcast and makes the next yes easier. Some moved to another hotel and became a customer there. A few were simply not interested. The episode was still marketing, and the relationship stayed. You never know what changes six months later.

FIGURES: GUESTJOURNEY.AI, NOVEMBER 2026.

04 · THE SHOW BEHIND IT

# Future of Hospitality, since 2025.

Not every episode was hosted by guestjourney.ai. The show now has ten hosts, and a relationship grew with every guest, whoever hosted. The audience grew with it.




FIGURES: FUTURE OF HOSPITALITY, NOVEMBER 2026.

05 · HOW TO START

# Start with someone you know.

You do not start with your dream prospect. You start where a yes is easy, learn the format, and then invite the people you really want.

1 **Record your first episode with a customer** — YOUR NETWORK

Or someone you know. You learn the format with someone who already likes you, and you have an episode to show the next guest.

2 **Invite a few people from your network** — YOUR NETWORK

Former colleagues, partners, people you met at events. Two or three episodes make the show real.

3 **Write down your ideal customer profile** — YOUR LIST

Titles, companies, markets. Who do you want at the table, and who do they listen to?

4 **Invite the rest from that list** — LEAD ENGINE, OR YOU

We do it for you with Lead engine, in your name. Or you do it yourself: the invitation, the briefing and the release are in our free Guest prep kit.

5 **Use the right channel** — EVERY INVITE

Email in the US and the UK, with your postal address and an opt-out. LinkedIn and your own network in the Netherlands, Germany and the rest of the EU.



BOOKER · GUEST AGENT

With Lead engine, Booker invites the people on your list in your name, from your own domain. You approve the list and every message first.

06 · THE RECORDING

# Plan the question you will come back to.

The follow-up starts during the recording. Before you sit down, decide what you would like to talk about a week or two later, and ask a question that leads there.

If you sell revenue software, ask how the guest sets prices on a busy weekend. If you sell to HR, ask what it costs when a manager leaves. The answer tells you whether there is a fit, and it gives you a natural reason to get back in touch: "You mentioned this. We are working on exactly that. Can I show you something?"

Agree on how you work before you record. Tell the guest what happens with the recording, that they get their own clips and a media kit, and ask one question: will you share it, yes or no? Most people say yes, and then they have decided before the episode exists.

**BEFORE THE RECORDING, ASK**

- Will you share the episode on LinkedIn, yes or no?
- Does your company need to review the episode before it goes live?
- Which of your colleagues or customers should see it?



COACH · COACHING AGENT

Coach writes one prep document per guest: who they are, why they matter to your listeners, and the questions worth asking.

07 · AFTER THE RECORDING

# Wait for the high point.

Do not pitch the day after. First show that you gave without wanting anything back.

SAME DAY
**Thank them**
A short, personal thank-you. Nothing else.

EPISODE LIVE
**Send the media kit**
The episode, their clips, a quote card and a post they can copy.

THEY POST
**The high point**
Their network reacts, and so do you: like, comment, share.

A WEEK LATER, AT LEAST
**The soft follow-up**
A conversation, not a demo. Build on the question you planned.

AFTER THAT
**Stay in touch**
If you have them on WhatsApp, a quick message works better than another meeting.

A FOLLOW-UP TO COPY

Hi [first name],

Thanks again for the episode. The clip about [topic] is doing well.

You mentioned [what they said that fits what you do]. We happen to be working on [what you do] for exactly that. Could I run it by you? Twenty minutes, and I'd like your view, not to pitch you.

[your name]



KIT · MEDIA KIT AGENT

Kit makes every guest's media kit: the full episode, their own clips, a quote card and a post they can copy.

08 · WHAT WENT WRONG

# What we learned the hard way.

01

### Rescheduling takes work

Busy guests move. Every change is another round of messages.

FIX One booking link, a reminder before the recording, and when someone cancels, a short note with a new link the same day.

02

### Some guests don't want to post

The episode is great, and it stays on your channels only.

FIX Ask before the recording: will you share it, yes or no? Most say yes, and then they have already decided.

03

### Larger companies want a review

Halfway through, a guest realises they may not be allowed to say this without approval.

FIX Ask up front whether communications needs to review the episode, and agree on it in the guest release.

04

### Not every guest buys

Some never will.

FIX Count it anyway. The content is marketing, a big name lifts the show, and people change jobs.

**0** guests who failed to show up



# 09

# Roundtables, and the industry's podcast.

What comes next, once the show runs.

09 · WHAT COMES NEXT

# One table, three relationships.

Do not start here. Once the show runs and you have done a few one-on-ones, invite several people at once. guestjourney.ai ran roundtables with two prospects and a partner it wanted to work with, such as a software company: three relationships in one recording.

Then go one step further. Give the podcast its own name and its own site, instead of your company's. It becomes the industry's podcast, not your sales channel, and other hosts, speakers and partners want to join. You still know who runs it, and where the conversations lead.

That is what happened to Future of Hospitality. guestjourney.ai started it, and it now has ten hosts, from revenue managers to a hotel school lecturer. It feels independent, and more guests say yes.

A ROUNDTABLE

- Two or three prospects
- One partner you want to work with
- One recording, three relationships

THE INDUSTRY'S PODCAST

- Its own name and site
- More hosts and partners
- Guests say yes more often

## Start one-on-one. The table, and the industry's podcast, come later.

THE PLAYBOOK ON ONE PAGE

# Give the mic to your prospects.

## BEFORE

- [ ] First episode with a customer
- [ ] Write down your ideal customer profile
- [ ] Invite in your name, on the right channel
- [ ] Send the briefing and the guest release
- [ ] Ask: will you share it, yes or no?
- [ ] Ask: does it need a review?
- [ ] Plan the question you will come back to

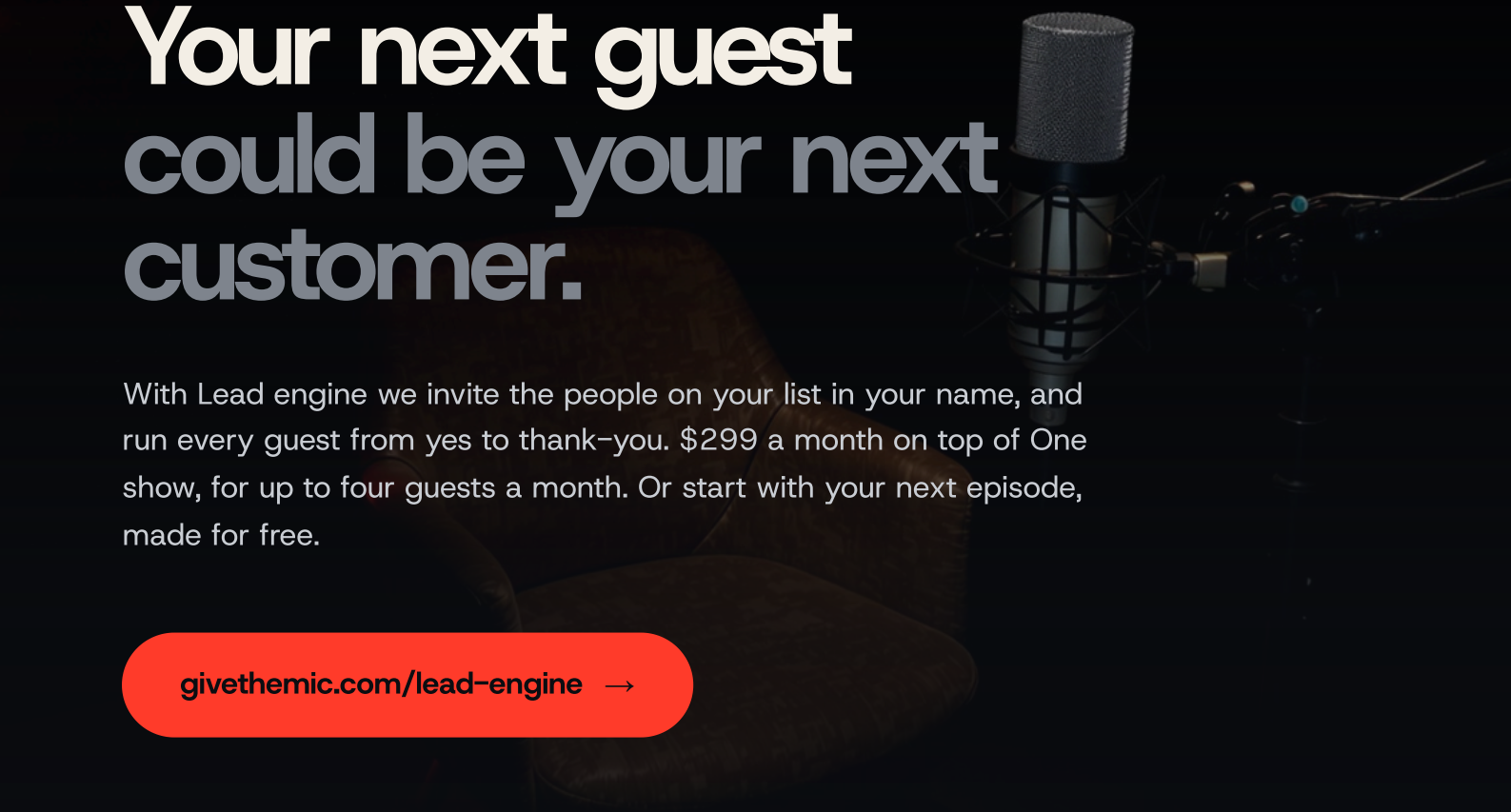
## DURING

- [ ] About their work, not your product
- [ ] One decision at a time
- [ ] Ask your planned question
- [ ] Follow up when they name something specific

## AFTER

- [ ] Thank them the same day
- [ ] Send the media kit when it goes live
- [ ] React when they post
- [ ] Wait at least a week
- [ ] Ask for a conversation, not a demo
- [ ] Stay in touch, on WhatsApp if you can

# Your next guest could be your next customer.



With Lead engine we invite the people on your list in your name, and run every guest from yes to thank-you. $299 a month on top of One show, for up to four guests a month. Or start with your next episode, made for free.

**givethemic.com/lead-engine →**