

Curated, Meaningful Representation for Hospitality Brands.

SALES REPRESENTATION

ABOUT US

Poised Solutions is a boutique hospitality sales representation agency founded by Thabang Rapotu, dedicated to elevating luxury and independent properties through strategic, personalised trade partnerships.

With a deep-rooted understanding of the hospitality industry across Africa and the Indian Ocean, we specialise in connecting distinctive hotels, resorts, and retreats with high-potential source markets through thoughtful sales strategies, curated trade engagement, and brand storytelling that resonates.

We exist to be more than just a sales extension — we are collaborators, connectors, and advocates for brands with heart and vision.

The name Poised Solutions is inspired by the very definition from the Oxford dictionary... Poised "having a composed and self-assured manner" or "having a graceful and elegant bearing". We strive to deliver and embody hospitality solutions in this manner at all times.

Gracefully, elegantly and with poise. The Logo The logo is inspired by the elegant butterfly's evolution and inspiring metamorphosis from a caterpillar to an elegant adult butterfly. Some of the butterfly's prominent symbolism associated with its metamorphosis include: Resilience and Endurance, Transformation, Change, Hope. This is what Poised Solutions stands for.

Our Mission

To deliver impactful representation that drives visibility, trust, and revenue for boutique and luxury hospitality brands, while honouring their unique voice and purpose.

Our Values

- Integrity & Excellence – Every engagement is built on trust and executed with precision.
- Purpose-Driven Representation – We represent with intention, aligning with brands that value authentic connections.

Boutique Approach, Big Results – We work with a select portfolio to ensure deep focus and maximum return




OVERVIEW

The Poised Solutions (Pty)Ltd Sales Representation Wing

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A close-up photograph of a butterfly with orange and black wings perched on a lavender flower. The background is a soft-focus field of similar flowers.

“I've learned that people will forget what you said,
people will forget what you did, but people will never
forget how you made them feel.”

Maya Angelou



What we do

- Sales Representation
- Trade Engagement (Roadshows, Webinars, Sales Calls, Tradeshow)
- Contracting & Distribution Support
- FAM Trip Planning
- Pre-opening Sales Launch
- Brand Storytelling & Market Positioning

Our Edge / Why Poised Solutions

- Boutique, bespoke approach
- Limited client roster = deeper focus
- Strong industry networks
- Personalised attention and strategic insights
- Purpose + performance-driven

Market Reach

- Trade partners to name a few (Holiday Factory, Marula Hill, The Safari Guys, **Skal International (over 12 000+ members in 85 countries and counting))**
- Focus regions: South Africa, Kenya, Indian Ocean, Europe, USA, Canada, Australasia, South America
- Sales channels: luxury agencies, OTAs, DMCs, tour operators

Some of the Tradeshow and roadshows attended over the years



Client Benefits / What You Can Expect

- Monthly reports
- Quarterly reviews
- Market insights & introductions
- Increased visibility and brand advocacy
- Revenue growth and quality leads

Current Clients



- Le Jadis Beach Resort & Wellness Mauritius
- O'Leleshwa Retreat, Naivasha, Kenya
- Lodgistics Professional Hospitality Solutions

Past Clients

- Waldorf Astoria Maldives Ithaafushi
- Ithaafushi Private Island
- Conrad Maldives Rangali Island
- Qwabi Private Game Reserve
- Newmark Hotels
- Afriski Mountain Resort and Afri-Adventure



2025 AD HOC SALES REPRESENTATION PRICING OVERVIEW

THE BELOW IS AN EXAMPLE OF PRICING OPTIONS AVAILABLE

Consultation	Hourly	Strategy days	Ad hoc tradeshow representation (Full Day)
complimentary / 30min	\$30	\$120	\$260

We understand that core objectives differ for every business, we provide a range of services to continually offer you flexibility with budget management and your time. You can choose from the following options:

- Complimentary 30-min Consultation: to seek expert advice on any sales and marketing related matter
- Service-led Tailored Packages: for example, 'sales strategy' (tradeshows and partner industry advice); or the 'Content Strategy package' (content creation to acquire, convert and grow more customers). More service packages are available depending on your business objectives.
- Strategy Days: half days or full days to work on key elements of your sales and marketing strategy.
- Ad hoc tradeshow or roadshow representation: this is for when you are unable to attend a tradeshow or roadshow, we go in on your behalf. A briefing handover session will be required prior to the tradeshow in order to get product training on your product and services. Collateral is to be shared in order to use at the tradeshow or roadshow.
- Specific Projects: time or delivery based projects, depending on your needs, business goals and budget (registration and admin related paperwork required for attending the tradeshows, booking appointments on the tradeshow portal, travel arrangements to attend the tradeshow etc).

*****Monthly Retainer services are also available and are negotiable**

Partners



Travel Essence Magazine

<https://travelessencemag.com/partners/>

Our Partners

The Travel Essence Magazine Family leverages exceptional relationships, driven by passion for discovery and exploration of new destinations across the Africa and the Middle East, telling unique stories from the hidden gems of Africa and creating content that invokes the spirit of adventurer in our community. Afterall, you can only do epic stuff if you work with even more epic people – and we are proud of the collective growth we share with our curated experiences tribe.





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