

# HOSPITALITY SALES: SELLING SMARTER

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# PREFACE

Sales skills are the most critical abilities any professional can possess. To be successful, professional people must know how to sell their abilities to supervisors, to influence subordinates to follow their plans of action, and to convince investors and customers regarding their products and services. Indeed, as business people we constantly are placed in selling situations in both our professional and personal lives. Unfortunately, we are not always as effective as we would like to be. *Hospitality Sales: Selling Smarter* is designed to improve our sales effectiveness.

This book is a culmination of decades of working, teaching, and researching in the field of sales. The material presented herein has been tested over the years, refined, and proven to effectively train professionals and college students in sales. Furthermore, the book is intended to serve as a complementary resource for individuals seeking to earn accreditation in hospitality sales and marketing through the Hospital Sales and Marketing Association International (HSMAI). Consequently, we have taken these seminar and classroom materials and combined them into a manuscript that presents a systematic, practical approach to hospitality sales, with an emphasis on honing actual consultative sales skills. By using these skills, readers can move from pushing their products and services to addressing customer needs, adapting to customer communication styles, and personalizing the sales presentation based on the benefits of greatest interest to each customer.

This book offers a number of benefits. Written in a workbook style to reinforce ideas, the book effectively blends sales concepts and theories with practical exercises to assist the reader in applying the lessons learned and enhancing understanding. Ten chapters are devoted to the sales process to ensure that the reader improves selling skills, thus increases productivity, performance, and income. Further, because of the emphasis on learning critical sales skills, the reader can immediately utilize these skills in his or her current job, as well as future positions. Finally, the book is written in an

easy-to-read style for time-pressed sales professionals and is designed for those who work specifically within the hospitality industry, so readers can readily relate to the material.

This book is a practical, hands-on tool for sales professionals, sales novices, and students. It covers the entire sales process from prospecting to follow-up after the sale, and also includes chapters on time management, contracts, meeting services, negotiation, and revenue management. Thus, this book can be used to train new salespeople and to serve as a refresher course for more experienced hospitality sales professionals. This digest would work equally well for individuals who are seeking to improve their sales skills on their own, or for groups of salespeople who are working with a “trainer.” Certainly, this book can be a valuable resource for any independent or smaller property where corporate sales training is absent or minimal. Similarly, it serves as a wonderful resource and provides additional reinforcement in those situations where formal sales training is available.

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