



Hospitality Sales: Selling Smarter

Judy A. Siguaw, David Bojanic

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This concise handbook addresses the processes of selling in the Hospitality Market. More and more, the act of selling is recognized as a function that is separate from and just as important as the function of marketing in the Hospitality Industry. The text takes a "how-to", "by the numbers" approach to consultative hospitality sales. It is filled with practical, useable information for all kinds of sales situations in the hospitality arena. The text takes the reader all the way from prospecting to negotiations through closing. It includes a chapter of personal selling "tools" and discusses listening skills. The text emphasizes ethics and attempts to create a customer-oriented sales person who succeeds by serving the needs of the customer. It is recommended as a support handbook in a traditional Hospitality Marketing and Sales course or as a primary text in a Sales Course.

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