

# HOTEL DIRECT SALES TIPS



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- In the 21<sup>st</sup> century direct sales (B2B) hasn't changed much, the thing to remember is people buy from people they like.
- How do you become a likeable sales person?
- What sets you apart?





## **Do you set goals and targets?**

- It is critical to success to set targets, goals.

## **You have to know your product better than anyone and believe in it.**

- In today's age, clients or prospects can research your product easily.

## **Know your competition**

- Have you been to your competitor hotel properties?
- Ask you clients about your competitors (those you have a strong rapport with).

## **Prepare, prepare, prepare for your first client meeting, even if it is a cold call.**

- Research your client - you can find out a great deal of information on the web

## **Take notes in your meeting, if is proper to ask client if it is okay to take notes**

- Ask lots of question
- Clarify objections
- LISTEN

## **Yup, cold calls!**

- Have you ever done a cold call and got a piece of business right away, or a lead? **It happens.**

## What are you doing to sharpen your sales and marketing skills?

- We have to be always learning, there are many courses you can find online to develop your sales skills, and some are free.
- A lot about hotel sales today comes back to marketing - **Market Lead, Sales Driven.**

*Let's lead into how you sell your hotel...*

## Print brochure or digital brochure?

- Do you really need a printed brochure? In some cases yes for leisure travel, but with that said event organizations like AAA/CAA have a stronger digital strategy to position travel industry products than decades ago when the travel guide was king.
- Print media has been replaced with digital. If you are a branded hotel, you are in great shape as Global Hotel Brands invest a great deal of resources (time, money) to ensure their brand is maximized on the worldwide web. Google, Yahoo, Bing-search engine optimization is key and more recently the buzz is SEM (search engine marketing).



## **Review your overall marketing/advertising spend – can you determine an ROI?**

- Make sure any promotion you do can be tracked.

## **Don't spend on brand awareness**

- Brand awareness is done by the brand (if you are part of a brand), if not use press releases, leverage partnerships, local attractions and demand generators to bring life and visibility to a broader audience





## Prepare an e-brochure

- Content is king - ensure your content is accurate and relevant to the market segments you want to attract to your business
- Images - we all know images sale, and it can tell a compelling story and experience (if you play with the OTAs, then you know...take a play out of their playbook).



## Website

- Create a good user experience
- People need to take time to discover your website before they make a decision
- If you want to attract meeting and conference business into your hotel, don't place your sales information in your weddings section on your website---get serious and treat all market segments as one
- Are you seeking to attract international markets? If so, you will need to address language.



## Have you integrated your website and social media?

- Draft a separate social plan and make sure you take it serious
- Ensure there is daily communication and engage your followers—be part of the communication



**Last, but not least, have fun and be yourself.** If you want to persuade other people, you must connect with them on a personal level first. To put more impact in your sales presentations, connect with your prospects by just being **YOU.**

