

# UNIT – V

# HOTEL SALES

# OBJECTIVES

- Merchandising
- Elements of marketing
- Features and benefits
- Close
- Front Office Selling Tips
- Salesman's Bye Laws
- Service and Service Selling

# OBJECTIVES

- Code of quality service
- Discounts and discounts fixation policy
- Upselling
- Downselling
- Substitute Selling
- Direct Sales with whom hotel deals

# ELEMENTS OF MARKETING

- Product
- Pricing
- Promotion

# MERCHANDISING

Merchandizations is a derogatory term coined by the anti-globalization movement to designate the growing importance of global market forces in the daily lives of citizens every thing, including hospitality, health care, culture or educations, becoming more merchandise.

# FEATURES AND BENEFITS

- Features are the general characteristics / traits of a product.
- When a features is of some use of prospective client then it is benefit to the customer.

# IDENTIFICATION OF MARKETS

- Conference
- Business house
- Independent traveler
- Local travelers
- Overseas holidays
- Domestic travelers
- Government

# MARKETING STRATEGIES

Buying behavior

Seller – Stimulus

Buyer – Response

Customer commitment:

1. Rational Commitment
2. Financial Commitment
3. Emotional Commitment



# ORGANIZATIONAL BUYING BEHAVIOR

- CGR (Company Guaranteed Rate)
- CVGR (Company Volume Guaranteed Rate)
- Executive Travel Value Plan (ETVP) – Welcom Group
- Taj Room Rate Benefit Plan (TRRB) – Taj Group of Hotel
- The Oberoi Corporate Travel & Holiday Plan (OCTHP) - Oberoi

# CLIENT BEHAVIOR & THE BUYING DECISION

Complex buying decision

- Need Arousal (Realization of needs)
- Information Processing:
  - A) Specification
  - B) Information gathering
  - C) Comprehension
- Evaluation
- Selection
- Outcome

Low Involvement

Repetitive

# SEGMENTS, SOURCES

Source

Who gave the booking to the hotel?



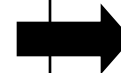
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Market segment

Rate and

travel reasons of the guest



# WHO SELLS IT TO THE SOURCES?

- Direct – Guests or bookers call; email etc
- Sales – influences business to come
- Electronic channels

# JUST WHAT ARE ELECTRONIC CHANNELS



GDS

(used by TAs)

Sabre  
Worldspan  
Galileo  
Amadeus

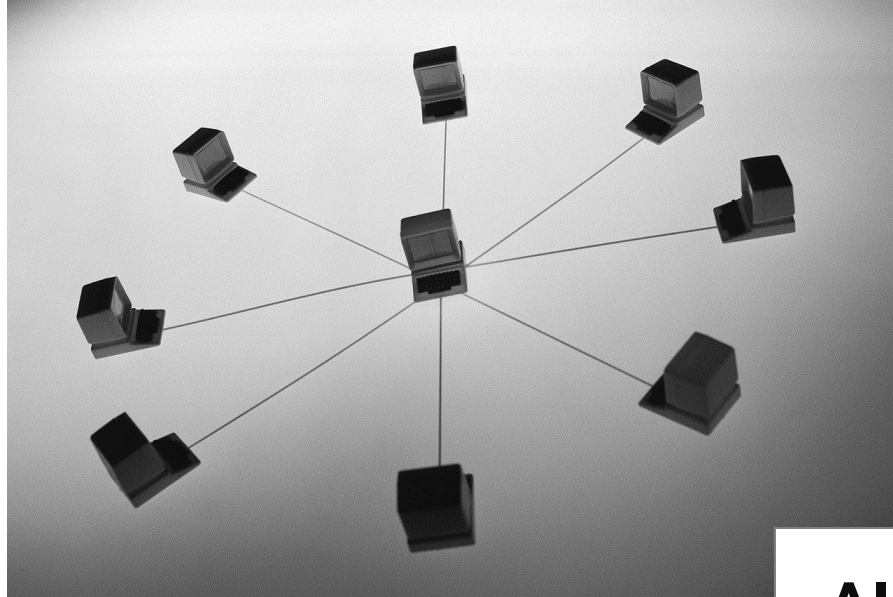


On-Line Travel Agencies  
Travelocity  
Expedia



Your Hotel's  
Website

# Global Distribution Systems



**GUEST**

**TRAVEL AGENT or COMPANY**



**GDS**

**AIRLINES**

**HOTELS**

**CAR RENTALS**

# MAJOR GLOBAL DISTRIBUTION SYSTEMS

- Sabre North America, Far East
- Amadeus Europe, Middle-East
- Galileo North America, UK
- Worldspan North America, UK, internet
- ODD , WorldRes, OTA are some newer players

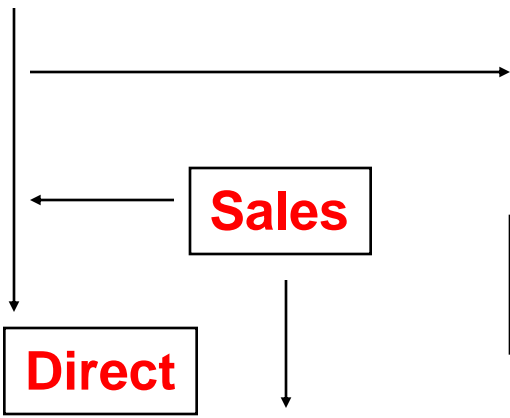
We use a software called Trust Voyager to manage inventory, rates and reservations on these



# Channels

TA Company using a TA	<b>GDS</b>		Galileo, Sabre Worldspan Amadeus
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**Customer**



	<b>Internet</b>
Oberoihotels.com Tridenthotels.com	

<b>Internet merchant model sites</b>
Desiya, Makemytrip Travelocity, Expedia

- Toll free nos
- Facsimiles
- Emails
- OCC---Hotel





# SALES TECHNIQUES

- Personal Selling
- Creative Selling
- USP identification

# PERSONAL SELLING

- Sales Preparation
- Knowledge of market & personality involved
- Establishing Rapport
- Determining clients needs:
  - Presented needs
  - Underlying needs
  - Expendable needs
  - Educating Clients

# QUALITIES OF A SALES PERSON

- Recognize customers motive for buying.
- Product Knowledge (Know what you are selling and what are the USP ).
- Direct conversation for the sales leads.
- Understand to whom you are selling.

# PREGNANT PAUSE

Pregnant pause is a stage when the guest is concerned about the amount of benefits he/she is going to obtain from the features

# CLOSE

The concluding phase of every sale is known as CLOSE.

Steps are:

- Assumption close
- Choice close
- Narrative close
- Minor point close
- Physical action close
- Asking the customer

# ESSO & AIDA

E – Explore needs

S – Spark some interest (describe the benefits)

S – Show & Explain

O – Obtain action

A – Attention

I – Interest

D – Desire

A - Action

# PROFILE OF A SALESMAN

- Courtesy
- Physical posture
- Dress sense
- Knowledge of product
- Personality

# TEN COMMANDMENTS OF A GOOD SALESMAN

- Speak to people
- Smile at people
- Call people by name (Remembering)
- Be friendly and helpful
- Be cordial
- Be genuinely interested in people
- Praise
- Considerate with others' feelings
- Be thoughtful of others' opinion
- Be alert to give service



# USP IDENTIFICATION

The first step in personal selling is for the receptionist to develop a unique sales proposition (USP) for the hotel. This is something that occurs only in that particular unit. The product analysis will provide some useful leads which can be compared against the competition in the area.

# TRAVEL AGENTS

A travel agent is a person or a group of person who cater the services to the traveler as per their basic requirements like Accommodation, food and transportation on basis of service charge or commission. Travel agents also may assist the tour operator for the various services.

# TOUR OPERATOR

A tour operator also can be a person or a group of person who typically combines components to create a holiday. The most common example of tour operators product would be a flight on a charter airline plus a transfer form the airport to a hotel and the services of a local representative all for one price. Generally a tour operator buys the necessary products for tour (like, accommodation, food and transportation) well in advance and sale to the traveler in a package.

# TOURIST INFORMATION CENTRE

A tourist information centre providing visitor to a location with information on the areas attractions, lodging, maps and other items relevant to tourism. Often these centre are operated at the airport or other port of entry, by the local Government or chamber of commerce. Often a visitor centre is called simply an information centre. In the U.S, a welcome centre is a rest are with a visitor centre, located after the entrance from one state to another state, usually along an inter state highway.

# INTERNATIONAL TRAVEL

## TRADE (ITT) Guest



**Retail agent**

sells a packaged tour from a brochure



**Tour operator/ foreign agent**

(series groups and FIT tours)

(directly negotiate rates with hotel chains or use local rate)



**Indian agent**

(can directly negotiate rates with hotel chains)



**Local agent**



**Hotel**





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