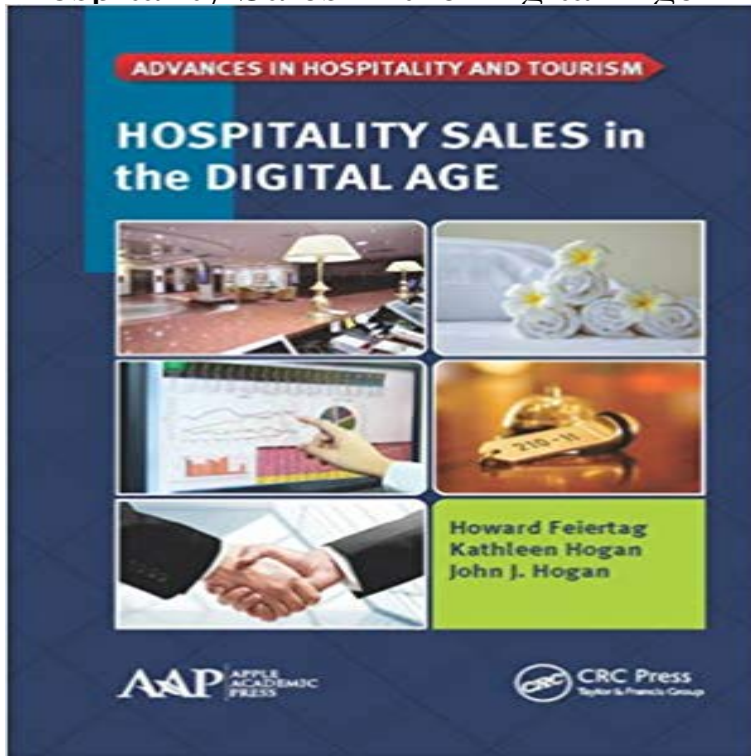


# Hospitality Sales in the Digital Age



This new textbook has been designed for use in hospitality programs as well as for practitioners in the industry. The book includes case studies, critical thinking exercises, Q&A sections, recommended reading, recommended viewing (via YouTube or other resources), and assignments. In this first edition Howard Feiertag, one of the most recognized and honored sales professionals in HSMIA history, teams with career hotelier John Hogan and Kathleen Hogan, the co-founders of HospitalityEducators.com, to jointly create a new book on selling in the hotel industry. This book fills a void in the market for both academic hospitality programs and for industry training as there are relatively few offerings that specifically address the entire cycle of sales in hotels. This book addresses many how-to topics, from research to prospecting to negotiations to closing. It covers understanding different market segments, revenue management, profitable pricing, and the need to have customer-oriented sales professionals who succeed by serving the needs of the customer as well as the hotel. This book offers a balanced approach to understanding how to succeed in the methods and best practices of effective hotel sales. By telling it like it is with real-world examples and solutions, readers will gain confidence to be able to take hold of the entire selling process and what it takes to succeed.

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