

REMEMBERING SALES 101 - Combining old-school selling techniques with today's technology.

By WebEventPlanner.com

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Studies have shown that 85% of those who respond first to an inquiry with complete sales information and provide personal attention to the client will win the business. Visit webeventplanner.com or virtualsalesprofessional.com.

Web sites are good marketing tools but they do not provide sales professionals with the resources and education needed to streamline the sales process to each sales call. The service sales industry has lost track of the basic fundamentals of selling.

Sales 101 tells us the importance of building rapport, education, communicating accurate information quickly and providing special personal attention above and beyond the competition. This practice no longer exists with online resources. Web sites often are built to reflect a web designer's technical goals and restrictions instead of the goals and needs of the sales Industry.

In today's competitive sales environment, time is money. Distribution and presentation of your sales material quickly and professionally - while providing personal attention to the client - can make the difference between the sale and lost business. Web sites should be a tangible sales tool, providing sales professionals all the necessary items needed to present and close the sale efficiently. Combining old-school selling techniques with today's technology will allow you to outsell your competitors.

The sales industry must organize its virtual sales procedures and begin distributing and presenting sales information to include traditional sales standards to ensure an increase in profits and a decrease in annual marketing budgets.

To learn more please visit <http://www.webeventplanner.com> or <http://www.virtualsalesprofessional.com>.

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Since 1999 has provided clients with Hotel Internet Sales and Catering Sales Resource Development and Consulting. As an experienced Hospitality Web Sales Trainer, brings 18 years of sales and customer experience in the hotel industry and 10 years of Internet Hotel Sales and Catering Sales Research and Development. Providing you with a common sense approach to the virtual world.

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