

## Hotel Sales Industry Web Sites are Falling Short of their Potential

By Louis Godin

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*WebEventPlanner.com now offers the hotel sales industry a way to organize its virtual sales procedures and begin presenting virtual information with traditional sales standards.*

"Web sites are good," says Louis Godin, owner of <http://www.WebEventPlanner.com>, "but the hotel sales industry has lost track of the fundamentals of selling. Personal attention has been lacking in the sales process through most web sites. Sales 101, tells us the importance of things such as building rapport, education, client name/information displayed, communicating information quickly, and providing special personal attention above and beyond everyone else."

The hotel sales industry must begin presenting sales information by traditional sales standards whereby web sites are virtual sales presentation tools to be viewed by the client under the guidance of a sales professional. WebEventPlanner.com's web tools for hotel sales professionals now enable on-the-spot virtual property site inspection presentations to each inquiry and sales call.

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<http://www.WebEventPlanner.com.com> is a provider of common sense approaches to sales and marketing in the virtual world. Since 1999 Louis Godin, owner of <http://www.VirtualSalesProfessional.com> and <http://www.WebEventPlanner.com.com>, has provided clients with Internet Sales and Catering Sales Resource Development and Consulting. For more information please visit <http://www.virtualsalesprofessional.com> or <http://www.webeventplanner.com>.

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