

## Hotel Sales Industry has Lost Track of the Fundamentals of Selling

By *WebEventPlanner.com*

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*WebEventPlanner.com now offers the hotel sales industry a way to think outside the box when it comes to web sites and search engines through virtual presentation of services.*

Web sites are good marketing tools, but marketing does not close the sale. 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.

"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."

And, increasingly, businesses of all sizes are recognizing that being first on any major search engines costs money. Good search engines ranking is not something that just happens, and the Internet is filled with fraud. The hotel sales industry must look at other options to make web sites a viable sales tool, such as virtual presentation of services offered.

<http://www.webeventplanner.com> now provides hotel sales professionals with web sites that are tangible sales tools - offering all the necessary features needed to present and close a sale efficiently in one phone call.

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

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