

## Hotel Sales Industry needs to Start Rethinking Web Site as Sales Tools

By Louis Godin

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*WebEventPlanner.com now offers the hotel sales industry web tools and services to help set policies and procedures for managing virtual sales.*

“Hotel sales professionals need to take a look at their sales materials and examine how they sell in the virtual world,” says Louis Godin, owner of <http://www.WebEventPlanner.com>. “Changes to downloaded resources, such as .doc and .pdf for example, are not reflected on files already delivered to clients, and less inventory can save hotel sales professionals time and money.”

WebEventPlanner.com’s web tools now allow hotel sales professionals to organize not only all sales and facility materials, but also the process for delivering this information to clients. These tools deliver sales information in a format that updates across the inventory enterprise - regardless of when a client receives it.

"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."

<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.VirtualSalesProfessional.com> and <http://www.WebEventPlanner.com>, has provided clients with Internet Sales and Catering Sales Resource Development and Consulting. For more information please visit <http://www.WebEventPlanner.com> or <http://www.VirtualSalesProfessional.com>.

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