

Service Sales Industry Has Lost Track of the Fundamentals of Selling

By Louis Godin

Dated: Dec 04, 2008

Reviewing the Fundamentals of Selling Services Online - by HotelEPacket.com

In the age of computers and Internet, it's easy to lose touch with client. Quick, easy and up-to-date information is no longer available. In order to find the information they are looking for, clients may have to go to a corporate web site, independent web site and access e-mails, attachments, word doc., links, Web Programs, .PDF brochures, faxes, phone calls and snail-mail. What happened to one-on-one personal attention to help a client decide on services? The Internet has taken away the personal edge that service sales once had before web site development.

"Web sites are good," explains Louis Godin, owner of <http://www.HotelEPacket.com>, "but the service sales industry has lost track of the fundamentals of selling. Personal attention has been lacking in the sales process through traditional web sites. Sales 101 tells us the importance of things such as client name/information displayed, communicate quick and accurate information and provide special personal attention above and beyond everyone else. This no longer exists with traditional web site service sales and provides no personal attention (instruction) which we all know the consumers looks for."

The service sales industry has always been the leader in "going above and beyond" when when it comes to service sales. Today's service sales web sites have been built to reflect the web designer's technical goals and restrictions instead of the goals and needs of the service sales professional. Traditional web sites do not provide the tools, knowledge and training your sales staff members need to close the sale with one phone call, while providing traditional 'sales 101' standards virtually?

REVIEWING 'SALES 101' FACTS:

- Provide Professional and organized information
- Build rapport with the guest
- Educate your guest (helps build rapport)
- 'KIS' (Keep it Simple)
- Have knowledgeable and friendly staff
- Provide user friendly information
- Client like to see name/information displayed
- Communicate quick and accurate information
- Provide information specific to each guest needs
- Provide special personal attention to each guest
- **UP SELL AND CROSS SELL YOUR PROPERTY AND SERVICES**
- **PROVIDE YOUR SALES STAFF WITH THE TOOLS NEEDED TO DO THERE JOB**

For more information please visit <http://www.HotelEPacket.com>

###

Since 1999 has provided clients with Internet Sales and Catering Sales Resource Development, Training and Consulting. As an experienced Hospitality Web Sales Trainer, Louis 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.

Category Marketing, Travel, Tourism
Tags hotel internet marketing, close the sale, closing the sale, hotel marketing plan
Email [Click to email author](#)
Phone 480.272.6049
Fax 480.272.6679
Address PO Box 38568
City/Town Phoenix
State/Province Arizona
Zip 85069
Country United States