

## **The Service Sales Industry Sees Yet Another Price Increase In Postage**

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*Dated: Feb 11, 2009*

*Another Postage Increase Makes HotelEPacket.com and SalesEPacket.com Consulting, Training and Sales Tool Programs Even More Cost Effective for the Service Sales Industry.*

Another \$0.02 increase in U.S. postage scheduled to take effect in early May will put additional stress on hotel and hospitality industry marketing budgets already burdened by the declining economy. The hotel sales industry must start analyzing its cost effective virtual options, organize its virtual sales procedures, train its sales staff 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. Further consideration, from a business perspective, must be given to the millions dollars of misdirected revenues in production and postage each year.

HotelEPacket.com provides service sales professionals with cost effective sales tools - offering all the necessary consulting, training and virtual sales programs needed to present and close a sale efficiently while distributing sales information at just pennies per submission. With little labor, production and no postage and material cost.

On average a sales or inquiry call cost \$25 each. This figure includes labor, production, postage and handling. HotelEPacket.com virtual sales programs costs on average (per year) the same amount as 18 regular sales or inquiry calls.

HotelEPacket.com consulting, training and virtual sales programs allows the Service Sales Manager to complete a sales or inquiry call and send virtually unlimited 'Real Time' sales information without having to access snail-mail, faxes, e-mails, attachments, word documents, powerpoints and PDF brochures. Incorporating "Sales 101" into our consulting, training and virtual sales programs helps you sell above and beyond your competitors, while providing you with the knowledge and tools to streamline your sales process to close the sale. Common Sense (and cost effective) approach to hotel Internet marketing, sales and advertising!

"HotelEPacket.com has saved us thousands of dollars in labor, postage, printing, and in getting our information to the customer first. Our meeting planners cannot say enough about the site. We will continue to subscribe to this service and endorse it completely." Judy Wilbur, CHSP Director of Sales - Radisson Hotel at Cross Keys

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

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HotelEPacket.com is a provider of common sense approaches to Virtual Hotel Internet Marketing and Hotel On Line Advertising. Since 1999 HotelEPacket.com, in association with WebEventPlanner.com, has provided clients with Hotel Internet Marketing Consulting, Development and Training. HotelEPacket.com now provides service sales professionals with Web sites that are tangible sales tools - offering all the necessary features needed to present and close a sale efficiently and virtually. Nominated by Event Solutions Magazine for '2009 Marketing Professional of the Year!'

Category            Travel, Tourism, Marketing

Tags Hotel, Internet, Marketing, Advertising, strategy, plan, cost, effective  
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