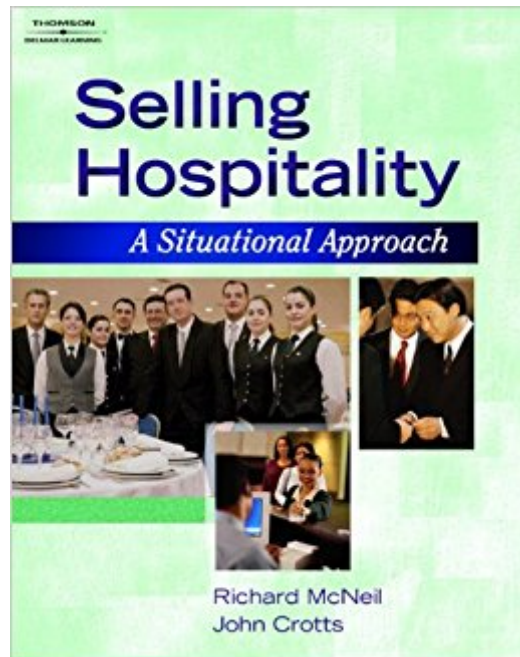




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Selling Hospitality: A Situational Approach (Hospitality And Tourism)



Synopsis

Drawing from the insights of leading sales executives, *Selling Hospitality: A Situational Approach* discusses the changing hospitality sales profession, including the three emerging selling roles and when to use them. Transactional selling, consultative selling, and alliance selling are unique approaches that salespeople use depending on situational factors. This book will help you understand the new world of buyer-seller relationships and succeed in each sales situation.

Book Information

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Customer Reviews

This will explain the importance of planning out your business moves and provide you with guidance when making difficult decisions.

Richard G. McNeill is an instructor at Northern Arizona University. John C. Crotts is an instructor at the College of Charleston.

The overview sounded exciting but the details of boring. General sales principles but needed more applicable examples. Good broad description of the field.

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