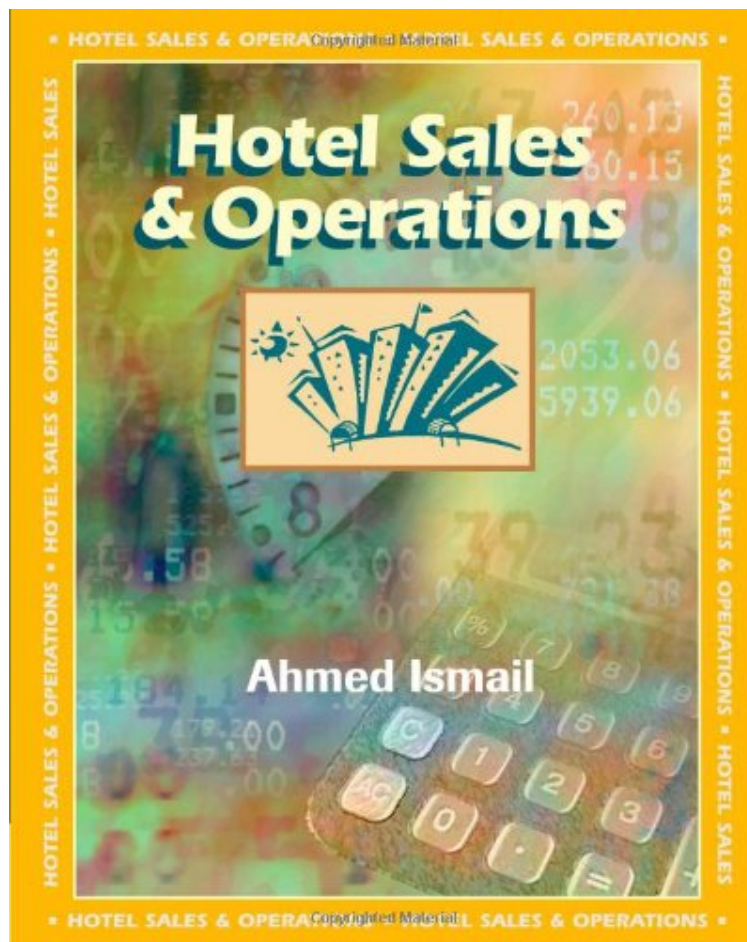


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This comprehensive book offers a real-world approach to hotel sales and operations. It includes background information on hotel operations and marketing to ensure success in hotel sales. It introduces the concept of the sales triangle (room sales, catering sales, and outlet/ancillary sales) and illustrates the importance of each to the overall sales success of the hotel. This book helps fill in the gaps for hospitality professionals by clearly outlining the steps involved in successful hotel sales.

Chapter 1: The Foundation of Hotel Sales. Chapter 2: Hotel Marketing Concepts. Chapter 3: The Hospitality Sales Process. Chapter 4: The Hotel Sales Triangle and Action Triangles. Chapter 5: Sales Operations. Glossary. Index. About the Author Ahmed Ismail holds a B.A in Management from Adolphus College. His experiences in the hospitality industry include Hotel Sales and Operations, Front Desk Supervision and Accounting Supervision. He has received numerous industry awards, including the NCAA Contribution Award for Hospitality, and the Bill Tiefel Hospitality Award, which he received twice.