



JACARUSO

12 Hotel Sales Secrets



The Universal Truths that Lead to Long-Term Success

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1

DIRECT SALES ARE AS IMPORTANT AS EVER.

A component of my business revolves around Social Media training and management. Most people are curious about, but wary of, Social Media. Some embrace this new medium as the answer to all their sales problems. Others treat the whole phenomenon with skepticism. While I whole-heartedly believe that Social Media should be an integral part of your hotel's sales and marketing plan, it's important to remember this: NOTHING can replace aggressive outside sales efforts.

The latest new and shiny tool can never replace the tried and true method of human-to-human interaction. New tools can enhance the experience and speed up the process. But nothing will ever trump the immediacy and intimacy of a face-to-face exchange of ideas, needs and strategies. And ultimately a human being will still need to close the sale.

Selling has always been and will continue to be about relationships and probability.

Where should a sales person spend the majority of their time to yield the best results? Face-to-face with the customer—all day, every day.

Continue to utilize telemarketing, advertising and Social Media to augment your sales efforts. But remember direct selling should be the priority in everything you do.



UNIVERSAL TRUTH: NOTHING HAPPENS UNTIL YOU GET OUT OF THE OFFICE.

2

BUILD THE RELATIONSHIP FIRST.

I used to take long drives with my grandfather when I was growing up. He'd sit me in his lap and let me steer—how cool is that? On occasion we'd visit the Chevrolet dealership where he always bought his cars. He'd drink coffee and talk shop with the owner and the salesmen. He never bought a Ford or an Oldsmobile or went to another Chevrolet dealership. He always gave his business to the same dealership, year after year.



On one visit, I asked him why. He said, “I’ve got a relationship with them.” They never pressured Gramps to buy; never tried to sell him something he didn’t need. They knew his favorite sports teams and the names of all his grandchildren. No wonder he never went anywhere else!

One thing that will save your client from checking out the competition is their emotional connection with you and your team. So work on that bond — every day, every week, every month. The dividends that relationship pays will be commensurate with the time and effort you’ve put into it.

UNIVERSAL TRUTH: PEOPLE BUY FROM PEOPLE THEY LIKE.