



Article Title

The Importance of Selling Abilities in Corporate Hospitality Sales to Corporate Customers

Citation

Weilbaker, D. C., & Crocker, K. (2001). The importance of selling abilities in corporate hospitality sales to corporate customers. *Journal of Hospitality & Leisure Marketing*, 7(4), 17-32. DOI: 10.1300/J150v07n04_03

Abstract

Little has been published recently about the salesperson/customer dyad. Drawing upon the selling and sales literature in the area of marketing, the authors with the cooperation of a large anonymous hotel company conducted a study to determine those common selling abilities deemed important to both sides of the dyad. Using a previously developed scale of 14 major selling abilities, the study was able to identify nine agreed upon abilities that both parties felt were important and five abilities on which the corporate customer and the hotel salesperson differed significantly. Understanding how the corporate customers view the sales abilities can assist sales managers in recruiting and training salespeople who will help the property increase their share of corporate revenue.

Methods

First an extensive series of interviews were conducted with salespeople, sales managers and professional buyers. This allowed a three way perspective. Second, an exhaustive search of the literature was completed. Third, an instrument was developed and tested which resulted in relative high coefficient of reliability ($X = .887$).

Results

In all five cases, the GHC salespeople felt that the ability was more important than did the corporate customer. In fact, there were only two cases in which the corporate customer held a higher evaluation of an ability than did GHC salespeople (Ability to Observe and Creativity) even though not statistically significant.

Conclusion

While the results of the above study would seem to indicate the industry is heading in the right direction in the sales area one must remember the results apply to one and only one company. That company, GHC, has had revenue and profit growth at a higher than industry average.