

Dear Hotel Salesperson:

Thank you for your interest in participating in this study designed to help improve the way that sales training is conducted in the hotel industry. This survey is being done in conjunction with a doctoral dissertation in the field of Hospitality and Tourism Management, so your support is greatly appreciated.

There are several options available to you to participate in the survey. First, the survey is a part of this Microsoft Word document attachment to the e-mail you have received. The format will allow you to take the survey on your computer, then save the file, and finally, return it as an e-mail attachment to the designated e-mail address found at the end of the survey. The second option is to print out this Microsoft Word document, complete it by hand (i.e., using a pen), and then fax it back to the designated fax number found at the end of the survey. A third option is to take the survey on the Internet at the following website address:

[http://members.tripod.com/jonesdlj/pretest\\_survey.htm](http://members.tripod.com/jonesdlj/pretest_survey.htm). The website is self-explanatory and will allow you to send your results right from the website.

The survey is designed in three parts. The first part will present a scenario of a top account you have sales responsibility for in your current sales position. The questions in part one will be posed to you regarding your perceptions of the buyer from that top account. The second section will ask questions regarding the same top account scenario, but ask your feeling about the relationship with the customer. The final section will ask some general information about you.

**Please note that all of the responses will be confidential and treated as anonymous. No association with either your organization or yourself will be made.**

Thank you again for taking the time to participate in this survey.

Sincerely,



David L. Jones  
Ph.D. Candidate in HTM

## INSTRUCTIONS

Please check the box “☒” with your response for each question. If you are taking the survey on your computer, click on the box “☒” in the appropriate column to mark an “X”. If you are taking the survey by hand, make an “X” in the box “☒”. Please be sure to answer ALL questions and only select one answer per question.

Example:

	1 - Not Very Important	2 - Somewhat Unimportant	3 - Neutral	4 - Somewhat Important	5 - Very Important
1. How important is taking this survey?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## SECTION I

### BUYER’S EXPECTATIONS

This section will ask questions of your perceptions of the buyers (i.e., your primary contact within the customer’s organization for negotiating group business agreements). For each of the two following sets of questions, please answer with regard to your primary contact from one of your top accounts (i.e., your accounts that produce the highest level of business). Note that it may help to visualize a specific person as you answer the questions. Additionally, if you represent a number of hotels, think of the buyer as a customer that produces a high volume of business for all of the hotels you represent.

<b>Part A:</b>  <b>For this type of account, how important would each of the following statements be to your primary contact (i.e., buyer) with the company.</b>	1 - Not Very Important	2 - Somewhat Unimportant	3 - Neutral	4 - Somewhat Important	5 - Very Important
1. He/she expects to receive a personal call from me at least one a month.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. He/she wants to deal with only one individual at the hotel for all their needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. He/she expects to receive gifts and exchange favors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. He/she believes maintaining good relationships is the best way to enhance business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Part A (cont.):</b>  <b>For this type of account, how important would each of the following statements be to your primary contact (i.e., buyer) with the company.</b>	<b>1 - Not Very Important</b>	<b>2 - Somewhat Unimportant</b>	<b>3 - Neutral</b>	<b>4 - Somewhat Important</b>	<b>5 - Very Important</b>
5. He/she believes in having an extensive relationship network of hotel salespeople.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. He/she expects me to keep them abreast of all new developments at our hotel(s).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. He/she prefers to do business with someone who fully understands his or her goals and objectives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Part B:</b>  <b>For the primary contact (i.e., buyer) of this same top account, how frequently would you be faced with the situation described in the statement.</b>	<b>1 - Never</b>	<b>2 - Rarely</b>	<b>3 - Sometimes</b>	<b>4 - Often</b>	<b>5 - Very Often</b>
8. He/she promptly returns my phone calls.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. In negotiating an agreement for guestrooms/meeting space, price is the first consideration.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. In negotiating an agreement for guestrooms/meeting space, availability of the customer's preferred dates is the first consideration.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. He/she has not dealt with this type of group business or requirement before.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. He/she is able to give me a confirmation without seeking approval from others in his or her organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. This customer and I easily reach consensus on major issues in our business dealings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. He/she seldom purchases this type of hotel service, meeting space, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. He/she considers the purchase decision to be routine.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. He/she can be very demanding.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. He/she has routinized the purchase decision so that it no longer requires a lot of attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. His/her requirements have changed since the last booking was made.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. He/she has complete knowledge about what product characteristics are needed to solve the problem.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. He/she needs a lot of information before making a purchase decision.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. He/she is willing to share competitor rate quotes with me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. He/she seeks bids from other hotels for his/her guestroom/meeting needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## SECTION II

### SELLING APPROACH

The second section of the survey is directed toward your feelings about the selling relationship that you have with the primary contact from one of your top accounts. Please check the box "☒" with your response for each question as described in the instructions above.

Part A:  For your top account, how important do you feel the following are?	1 - Not Very Important	2 - Somewhat Unimportant	3 - Neutral	4 - Somewhat Important	5 - Very Important
1. Formal contracts or agreements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Routine or norms in terms of when you meet with this customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Sharing of industry competitive information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Customer is easy to talk with.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Exchange of cards, gifts, and the like on birthdays, holidays, or special events.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Special negotiated rate agreement based on room night volume.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Electronic ties or linkages between your organizations such as electronic mail or access to computerized reservations systems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Interest in socializing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Customer tries to impress me with him/herself.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Customer is interested in me not only as a salesperson, but also as a person.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Customer desires to finish the contract negotiation discussions quickly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Customer seems more interested in him/herself than in the hotel features or what I have to say.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Customer likes to talk to people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Customer is concerned with obtaining guestroom and meeting space commitments from the hotel as effectively as possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Establishing a personal relationship.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Part B:</b>  <b>Again, for this same top account, in face-to-face and phone communication with the buyer, how important is ...?</b>	<b>1 - Not Very Important</b>	<b>2 - Somewhat Unimportant</b>	<b>3 - Neutral</b>	<b>4 - Somewhat Important</b>	<b>5 - Very Important</b>
16. Assuring the customer's meeting details, special requests, etc. will be handled as expected.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Assuring the customer's meeting, business traveler's reservation, etc. are handled trouble free.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Assuring the customer's meeting, business traveler's reservation, etc. are treated uniformly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Discussing the details of the proposal/contract.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### SECTION III

#### PERSONAL DATA

Please note that all of the answers you provide will be strictly confidential and kept anonymous. For those questions followed by a blank box or space, please type in your response, or if writing by hand, fill in the answer in pen.

1. How old are you?
2. What is your gender?      Male       Female
3. What is your title? (i.e., the position you hold in your company)
4. What market segment do you have responsibility for selling: (if you handle more than one market segment, please indicate the segment that was represented by the top account you were thinking of when answering the questions in Sections I and II ):

*(Please choose only one)*

- Corporate Meetings
- Association Meetings
- Business Travel Accounts
- Incentive Travel Companies
- Tour Operators/Wholesalers
- Travel Agents
- Other

5. What country are you based in?

6. How many years have you been in hotel sales?

- Less than 1 year
- 1-2 years
- 2-3 years
- 3-4 years
- 4-5 years
- More than 5 years

7. How many years have you been in your current position?

- Less than 1 year
- 1-2 years
- 2-3 years
- 3-4 years
- 4-5 years
- More than 5 years

8. What is your nationality?

9. What was your nationality at birth?

THANK YOU FOR TAKING THE TIME TO COMPLETE THE SURVEY. YOU MAY RETURN IT IN EITHER OF TWO WAYS.

1. SEND IT AS AN E-MAIL ATTACHMENT

- A. SAVE THE FILE YOU HAVE JUST COMPLETED IN WHATEVER VERSION OF MICROSOFT WORD YOU HAVE. NOTE: THERE IS NO NEED TO CHANGE THE FILE NAME.
- B. SEND THE FILE AS AN ATTACHMENT TO AN E-MAIL MESSAGE USING WHATEVER E-MAIL SYSTEM YOU HAVE TO:

[jonesdlj@vt.edu](mailto:jonesdlj@vt.edu)

2. SEND THE HAND WRITTEN FORM WITH YOUR RESPONSES VIA FAX TO:

**(815) 846-3924**  
in the USA