

Article Title

An Exploratory Study of Sales Managers' Activities in Lodging Properties

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Abstract

The purpose of the present study is to discover which activities hotel sales managers perceive to be most important toward their job performance and how they allocate their time on selling activities. Exploratory factor analysis was used to identify which activities lodging sales managers considered most important for success on the job. The results of this study may be applied to industry sales training programs, to further hospitality sales and marketing education, and to the management of sales in different hotel service types in the United States.

Conclusion

According to the research, it is recommended for limited-service hotels to allow their sales managers to focus on specific sales activities rather than on marketing or operational activities that are not relevant to revenue-generating. Moreover, for full-service hotel sales managers, companies provide sales training mostly focusing on closing the contract or adding more revenues rather than the 'comfortable' relationship-building activities. Those implications can be applied for hotel franchising companies who want to train their franchisees' sales managers by providing proper segment-specific sales training programs in order to enhance sales within full and limited-service hotels both.

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