

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY  
SAULT STE. MARIE, ON



COURSE OUTLINE

COURSE TITLE: SALES TECHNIQUES

CODE NO.: BUS208-4 SEMESTER: FOUR

PROGRAM: HOTEL AND RESTAURANT MANAGEMENT

AUTHOR: STAN PRATT

DATE: JANUARY, 1998

PREVIOUS OUTLINE  
DATED: JANUARY, 1995

NEW:      REVISION: X

APPROVED: *Joseph C Fruchter*  
DEAN, SCHOOL OF  
BUSINESS & HOSPITALITY

*Jan 5/98*  
DATE

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For additional information, please contact Joe Fruchter, Dean, School of Business,  
Hospitality & Computer Studies, (705) 759-2554, Ext. 675.



**TOTAL CREDITS:**           **FOUR.**  
**PREREQUISITE(S):**       **None.**  
**LENGTH OF COURSE:** 3 HRS./WK.

**TOTAL CREDIT HOURS: 45**

**I. COURSE DESCRIPTION:**

This course will provide the participant with an overview of hospitality industry sales techniques. Particular emphasis will be placed on historical, psychological, demographic, cultural, and attitudinal factors. The course will prepare the participant for a variety of sales roles in the industry.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

(Generic Skills Learning Outcomes placement on the course outline will be determined and communicated at a later date.)

**A. Learning Outcomes:**

- 1) Summarize major trends affecting the hospitality industry.
- 2) Distinguish marketing from selling, and discuss in general terms the benefits of a marketing plan.
- 3) Summarize the typical positions in a sales office.
- 4) Identify the importance of personal selling in the industry and describe personal selling techniques.
- 5) Describe how to target and qualify clients, including identifying questions used to confirm needs. Describe "sales leads" and how they are identified and used.
- 6) Explain consultative selling and distinguish it from other methods.
- 7) Describe several types of personal and telephone sales calls, including questioning techniques, buying signals, overcoming objections and "closing".
- 8) Discuss "internal" marketing and sales.
- 9) Identify catering department responsibilities and personnel.
- 10) Describe and explain common advertising strategies and methods.
- 11) List and explain factors involved in creating and distributing brochures.
- 12) Cite factors in selecting newspapers and magazines for advertising and describe the creative process.
- 13) Explain direct-mail campaign strategies and techniques.
- 14) Describe methods of utilizing the electronic media (Radio, broadcast TV, cable, and "cyberspace").
- 15) Discuss formation and implementation of a public relations plan.
- 16) Discuss specialty sales--meetings and conventions; seniors; business, corporate, and government clients; baby-boomers and other individual leisure travellers; travel agents; disabled; ethnic and cultural; sports teams, etc.

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**B. Learning Outcomes and Elements of the Performance:**

Upon successful completion of this course the student will demonstrate the ability to:

1. Summarize major trends affecting the hospitality industry.

**Potential elements of the performance:**

- ◆ define/discuss globalization, consolidation, product segmentation.
- ◆ describe the impact of legalized/First Nation gambling operations (especially locally and regionally).
- ◆ discuss the impact of changing distribution methods, computers, and media planning.
- ◆ explain the impact(s) of environmental awareness and eco-tourism.
- ◆ discuss changing guest preferences and relationship marketing.

2. Distinguish marketing from selling, and discuss in general terms the benefits of a marketing plan.

**Potential elements of the performance:**

- ◆ describe long-term vs. short-term processes.
- ◆ briefly describe the "Four P's" of classical marketing and their relationship to the hospitality industry.
- ◆ define peak, valley, and shoulder periods.
- ◆ describe unique challenges of hospitality sales.
- ◆ discuss the makeup and functions of the marketing team.
- ◆ identify the six steps of a marketing plan.
- ◆ summarize the three parts of a marketing audit.
- ◆ define "positioning" and describe two basic positioning choices.
- ◆ list budget options for marketing and sales, including percentage-of-sales, competitive-parity, affordable-funds and zero-base budgeting.
- ◆ explain common reasons why sales goals may not be met.

3. Summarize the typical positions in a sales office.

**Potential elements of the performance:**

- ◆ list typical job titles and responsibilities for the marketing and sales division of a larger property.
- ◆ summarize typical positions/roles in a sales office.
- ◆ identify three classic organizational principles.
- ◆ discuss characteristics common to successful salespersons.
- ◆ identify typical training techniques for salespeople and describe general types of sales meetings.
- ◆ describe the function book and guestroom control book and their roles.
- ◆ explain three typical sales office information systems and the impact of computers.

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**B. Learning Outcomes and Elements of the Performance (cont'd):**

4. Identify the importance of personal selling in the industry and describe personal selling techniques.

**Potential elements of the performance:**

- ◆ describe several types of personal sales calls.
- ◆ define four categories of territorial space.
- ◆ discuss the importance of body language in sales.
- ◆ list the steps involved in a presentation sales call.
- ◆ cite three skills required for a successful presentation.

5. Describe how to target and qualify clients, including identifying questions used to confirm needs. Describe "sales leads" and how they are identified and used.

**Potential elements of the performance:**

- ◆ explain how to "qualify" prospects.
- ◆ identify two basic types of questions salespeople can/should ask, and when each is most appropriate/effective.

6. Explain consultative selling and distinguish it from other methods.

**Potential elements of the performance:**

- ◆ explain how effective time management and handling key accounts can improve sales productivity, and relate the Pareto Principle to sales.

7. Describe several types of personal sales calls, including questioning techniques, buying signals, overcoming objections and "closing".

**Potential elements of the performance:**

- ◆ identify three basic types of client "objections" and discuss means of handling them.
- ◆ distinguish between a test-close and a major close

*Learning outcomes 1 through 7 will constitute 25% of the course's grade. (Possible weighting strategy).*

8. Discuss telephone sales techniques and "internal" marketing and sales.

**Potential elements of the performance:**

- ◆ describe the "basics" of effective telephone communications.
- ◆ explain the purpose of prospecting and qualifying calls.
- ◆ summarize steps to follow in making appointment phone calls.
- ◆ discuss closing techniques for telephone sales and how they may differ from in-person sales calls.
- ◆ explain promotional, service and public relations phone calls.
- ◆ identify three basic types of incoming calls which can lead to sales.
- ◆ describe a telephone sales "blitz" and discuss telemarketing operations
- ◆ describe programs which can motivate non-"sales" employees to sell
- ◆ cite examples of in-house promotions and special guest services. more



**B. Learning Outcomes and Elements of the Performance (cont'd):**

9. Identify food and beverage and catering department responsibilities and personnel, including restaurant, lounge, banquet and meeting room sales.

**Potential elements of the performance:**

- ◆ identify four areas of positioning research.
- ◆ describe the menu development cycle.
- ◆ identify factors which influence menu item prices.
- ◆ discuss food and beverage merchandising methods.
- ◆ describe three basic types of restaurant promotions.
- ◆ outline nine steps in developing effective in-house promotions, and explain how employees can build repeat business.
- ◆ discuss room service and limited-service operations.
- ◆ explain why profit margins for banquets is often substantially greater than for a hotel restaurant.
- ◆ describe four ways to generate catering sales.
- ◆ discuss factors in planning banquet menus.
- ◆ list common types of banquet service.
- ◆ cite guidelines for increasing meeting room sales.
- ◆ identify typical meeting room setups and when each is most appropriate.

*Learning outcomes 8 and 9 will constitute 25% of the course's grade. (Possible weighting strategy)*

10. Describe and explain common advertising strategies and methods.

**Potential elements of the performance:**

- ◆ explain why a hospitality property should advertise and list four goals of advertising.
- ◆ summarize advantages and disadvantages of five major types of advertising.
- ◆ distinguish between reciprocal and cooperative advertising.
- ◆ identify and explain common advertising strategies.
- ◆ explain budgeting factors for advertising.
- ◆ describe the role of ad agencies and how they can help a property.

11. List and explain factors involved in creating and distributing brochures and creation and placement of outdoor advertising and displays.

**Potential elements of the performance:**

- ◆ explain factors managers of independent properties must consider when developing their property's signage.
- ◆ define reader boards and list their special uses.
- ◆ identify two types of billboards and explain six factors to consider when selecting/creating a billboard.

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**B. Learning Outcomes and Elements of the Performance (cont'd):**

- ◆ describe fliers and tent cards and their uses.
  - ◆ list and explain factors involved in creating a brochure and effective means of distribution.
  - ◆ state the purpose and give examples of specialty items.
12. Cite factors in selecting newspapers and magazines for advertising and describe the creative process.
- Potential elements of the performance:**
- ◆ cite and explain three major factors in selecting newspapers for ads.
  - ◆ summarize steps in creating a newspaper ad, and discuss ad design and copy considerations.
  - ◆ define "pub-set" and "advertorial", and describe their uses.
  - ◆ discuss advantages and disadvantages of magazine advertising.
  - ◆ discuss consumer and trade magazines and their uses as ad media.
  - ◆ cite two reasons for advertising in the "yellow pages".
  - ◆ list and discuss methods of measuring a print ad's effectiveness.
13. Explain direct-mail campaign strategies and techniques.
- Potential elements of the performance:**
- ◆ discuss guest profiles and their role in direct mail campaigns.
  - ◆ identify two types of direct mail campaigns and describe the most common direct mail pieces.
  - ◆ summarize the "AIDA" formula.
  - ◆ explain the "Five P's".
  - ◆ distinguish between test mailings and split mailings.
14. Describe methods of utilizing the electronic media (Radio, broadcast TV, cable, and "cyberspace").
- Potential elements of the performance:**
- ◆ identify factors for selecting a radio station for advertising.
  - ◆ summarize the content of a typical radio ad, and list types of radio ads.
  - ◆ describe how properties buy airtime and how they measure a radio ad's effectiveness.
  - ◆ explain the elements of a successful TV ad, and list types of TV ads.
  - ◆ describe three ways properties buy TV airtime.
  - ◆ discuss video brochures and video magazines.
  - ◆ discuss the growing use of the Internet for advertising, communications, reservations and guest follow-up.

*Learning outcomes 10 through 14 will constitute 25% of the course's grade. (Possible weighting strategy)*

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**B. Learning Outcomes and Elements of the Performance (cont'd):**

15. Discuss formation and implementation of a public relations plan.

**Potential elements of the performance:**

- ◆ discuss six elements involved in an effective public relations plan.
- ◆ explain two ways to measure P.R. effectiveness.
- ◆ describe news releases and media kits.
- ◆ explain how to deal effectively with travel writers.
- ◆ list guidelines for good media relations.
- ◆ explain how to prepare for a personal interview.
- ◆ summarize methods for dealing with sensitive subjects effectively.

16. Discuss specialty sales--meetings and conventions; seniors; business, corporate, and government clients; baby-boomers and other individual leisure travellers; travel agents; disabled; ethnic and cultural; sports teams, etc.

**Potential elements of the performance:**

- ◆ identify three groups of frequent business travellers.
- ◆ describe four property features especially important to women travellers.
- ◆ list four types of business stays.
- ◆ discuss executive or business floors and special business services now provided by many properties.
- ◆ discuss ways to reach business travellers.
- ◆ list typical weekend packages.
- ◆ discuss how properties meet the needs of travelling families.
- ◆ identify programs and clubs for seniors.
- ◆ discuss baby-boomers and other leisure travellers.
- ◆ describe tour intermediaries.
- ◆ list three types of travel agents and three types of travellers serviced by them.
- ◆ discuss "fam tours" and identify various ways properties can serve travel agents, including various payment options.
- ◆ list types of associations and types of meetings they hold.
- ◆ identify decision-makers for associations and planning factors for their meetings, including conventions.
- ◆ list types of corporate and governmental meetings; decision-makers to reach and planning factors for the meetings.
- ◆ describe means of reaching corporate and governmental travel planners.
- ◆ discuss special considerations involving honeymooners, international travellers, professional and amateur sports teams and disabled and other special travel segments.

*Learning outcomes 15 and 16 will constitute 25% of the course's grade. (Possible weighting strategy)*

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III. **EVALUATION METHODS:**

Students will be evaluated on the basis of the following:

4 Progress Tests @ 20% each: 80 %

Final Exam (comprehensive): 20 %

Total: 100 %

**IMPORTANT NOTES:** To receive an additional (OPTIONAL) certification from the Educational Institute of the American Hotel & Motel Association students must:

(a) achieve an overall score of 69% or more in all course work for a basic certification.

(b) Students who obtain a score of 90% or more will receive a course certificate designated "With Honours".

The grade upon which the E.I.A.H.M.A. Certificate is **based is solely on the score on the final exam developed by the Institute**, but administered in this class (same exam for all students).

The dates of progress tests will be announced at least one week in advance. If a student is unable to write a test because of illness or legitimate emergency, that student must contact the professor **BEFORE** the test and provide an acceptable (to the professor) explanation. If the student fails to contact the professor in advance, a zero grade will be given. There are no rewrites or supplemental tests provided.

The grading both of individual tests and the overall grade will be based on the following scale:

A+	90% - 100%	Consistently outstanding
A	80% - 89%	Outstanding achievement
B	70% - 79%	Consistently above average achievement
C	60% - 69%	Satisfactory or acceptable achievement
R	under 60%	Repeat -- the student has not achieved the objectives of the course and must repeat it.

In order to successfully complete the course, the student must:

- 1) write all four progress tests and the Final Exam.
- 2) successfully complete (pass) three of the four progress tests.
- 3) achieve a minimum of 50% on the Final Exam.
- 4) attain an overall average of 60% on all semester work.

IV. **A: REQUIRED STUDENT RESOURCES:**

Text: Hospitality Sales and Marketing, 2nd ed., James R. Abbey, CHA, Educational Institute of A.H.M.A., 1993, 1996. -- packaged with Final Examination Answer Sheet.

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**B: ADDITIONAL RESOURCES:**

A wide variety of texts and periodicals on sales, advertising and marketing, etc., are available in the Sault College library. Supplemental resource material on selected areas may be handed out in class by the instructor.

**V. PRIOR LEARNING ASSESSMENT:**

Students who wish to apply for advanced credit in the course should consult the instructor.

**VI. SPECIAL NOTES:**

- **Special Needs:**  
Students with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with the instructor and/or contact the Special Needs Office, Room E1204, Ext. 493, so that support services can be arranged for you.
- **Retention of Course Outlines:**  
It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.
- Your instructor reserves the right to modify the course as he/she deems necessary to meet the needs of the students and the program.
- Substitute course Information is available at the Registrar's Office.
- Attendance and participation are critical to success in this course.

**FURTHER NOTE:** A tentative schedule by week, topic and textbook reference is on the following page. It is subject to substantial modification by the instructor with a minimum of one-week notice to the class.



WEEKLY SCHEDULE (tentative)

<u>WEEK</u>	<u>TOPIC(s):</u>	<u>REQUIRED READING:</u>
1	Introduction to Hospitality Sales and Marketing The Marketing Plan: The Cornerstone of Sales	Chapter 1 Chapter 2
2	The Sales Office	Chapter 3
3	Personal Sales	Chapter 4
4	<u>PROGRESS TEST # 1</u> Telephone Sales Internal Marketing and Sales	Chapter 5 Chapter 6
5	Restaurant and Lounge Sales	Chapter 7
6	Banquet and Meeting Room Sales	Chapter 8
7	<u>PROGRESS TEST # 2</u> A Guide to Effective Advertising	Chapter 9
8	Outdoor Advertising, Displays and Collateral Materials	Chapter 10
9	Print Advertising	Chapter 11
10	Direct Mail Advertising (including E-mail) Broadcast Advertising (incl. "cyberspace")	Chapter 12 Chapter 13
11	<u>PROGRESS TEST # 3</u> Public Relations and Publicity	Chapter 14
12	Business and Government Travellers Leisure Travellers	Chapter 15 Chapter 16
13	Marketing and Selling to Travel Agents	Chapter 17
14	Marketing and Selling to Meeting Planners	Chapter 18
15	Marketing and Selling to Special Segments <u>PROGRESS TEST # 4</u>	Chapter 19
16	Review for Final Examination <u>FINAL EXAMINATION !!!</u>	

**FINAL (but IMPORTANT!) NOTE:** Your instructor welcomes suggestions for improving both the content and conduct of this course...please make them!!!