



PRESS RELEASE

Hospitality Sales Solutions launched to meet demands of hotel industry boom in Asia.

London, April 15, 2007 – Hospitality Sales Solutions (HSSO) has launched in London to address the strategic sales needs of the rapidly expanding hotel industry in Asia. Unlike traditional sales representation companies that provide representation alone, HSSO offers **holistic sales solutions** by focusing on three prime areas critical to enabling fast-paced growth.

HSSO's sales representation services allow growing hotel companies in Asia to reach out and access the key feeder markets of the UK and Europe. They are provided with all the necessary sales services and the advantages of a dedicated office, without the expense and effort of setting one up. Hotels are promoted among critical target audiences by sales professionals through a range of carefully tailored sales activities.

Sales process optimisation services provided by HSSO allow hotel companies to review their sales processes, analyse their impact, benchmark them against similar companies in Europe and re-design them to achieve their sales goals. The benefits include the standardisation of sales operations and a measurable increase in the amount of business converted.

Sales force automation services enable companies to evaluate the technology they currently use, as well as the other options available in the market place.

This allows them to make the best choice for selling their products and services to gain a competitive edge in an ever-changing environment. HSSO then works with companies through the change management process to allow a seamless transition so companies can take on increased business more effectively.

By grouping these three critical areas together, HSSO presents a unique proposition for dynamic hotel companies to stay ahead in the highly competitive and fast evolving hospitality industry scene.

Visit www.hospitalitysalessolutions.co.uk for more details.

Notes for Editors

Hospitality Sales Solutions (HSSO) offers customised solutions to small and mid-sized hotel companies to enhance their sales reach and potential for revenue generation. As a specialist business based in the dynamic business hub of London, HSSO works actively with expanding hotel companies to access new European markets. HSSO also work to optimise internal sales processes and to introduce effective sales technology.

Vineeth Purushothaman, the Director at HSSO, has worked for over 15 years in the hotel industry, in all areas of sales and sales operations. His career has taken him to different parts of the world including Asia, the Middle East, Central Europe and the UK. Until May 2006, he headed Global Sales Development for Le Meridien hotels. Vineeth is an alumni of the acclaimed International School for Hotel Management in Salzburg, Austria and the Institute of Hotel Management, Bangalore, India.

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