

A man in a dark suit is falling backwards from a wooden bench. His arms are raised in the air, and several sheets of paper are flying through the air around him. The scene is set in a grassy field under a clear sky. The overall color palette is a monochromatic greenish-grey.

HOSPITALITY SALES SOLUTIONS

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HSSO.

POWERING GLOBAL SALES

REPRESENTATION • PROCESS OPTIMISATION • TECHNOLOGY • TRAINING



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INTRODUCTION

WE PROVIDE CUSTOMISED SOLUTIONS FOR EXPANDING HOTEL COMPANIES TO ENHANCE SALES REACH AND POTENTIAL FOR REVENUE GENERATION

We have particular expertise in:

- SALES MANAGEMENT and operations
- GLOBAL process development
- Sales TECHNOLOGY
- STRATEGIC SALES initiatives
- Trend ANALYSIS and hotel INTELLIGENCE



ABOUT US

- WE ARE a young hospitality company with experienced heads
- WE FOCUS on customised sales solutions which increase & optimise revenue generation through all channels
- WE ADOPT a holistic approach in providing these solutions to the industry
- WE RECOGNISE and understand its unique nature, its products and service requirements
- WE ARE PASSIONATE about the hospitality industry



PROFILE

VINEETH PURUSHOTHAMAN, DIRECTOR

- OVER 16 YEARS OF EXPERIENCE IN THE HOSPITALITY INDUSTRY
- WORKED IN SOUTH ASIA, THE MIDDLE-EAST, CENTRAL EUROPE AND THE UNITED KINGDOM
- EXTENSIVE EXPERIENCE IN HOTEL OPERATIONS, HOTEL, REGIONAL & GLOBAL SALES AND MARKETING
- PRIOR TO SETTING UP HSSO IN EARLY 2007, VINEETH WAS DIRECTOR OF GLOBAL SALES DEVELOPMENT FOR LE MERIDIEN
- KEEN INTEREST IN SALES TECHNOLOGY AND WAS LEADER OF LE MERIDIEN'S GLOBAL SALES PROJECT
- ALUMNUS OF THE INTERNATIONAL SCHOOL OF HOTEL MANAGEMENT, SALZBURG
- FOR MORE DETAILS ON HIS BACKGROUND, [PLEASE CLICK HERE](#)



OUR SOLUTIONS

- SALES REPRESENTATION
- SALES CONSULTANCY
- SALES TRAINING



SALES REPRESENTATION

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SALES REPRESENTATION

REACH NEW MARKETS IN THE UK AND MAINLAND EUROPE QUICKLY AND EFFECTIVELY THROUGH A PROFESSIONAL SALES FORCE

The success of a business in these days of ever-increasing competition, greater parity and online transparency of rates, relies on its ability to reach new markets and customers and to improve the management of existing ones.

For hotel companies outside the UK, HSSO provides a pro-active sales arm to manage requirements in the UK, and where desired, the wider European markets.



SALES REPRESENTATION

- We use our expertise in regional and global sales office operations to assist hotel companies find the right combination of sales and marketing services
- We provide all the advantages of a dedicated office while you save on the cost and effort of establishing a new office
- You will benefit from higher visibility in an important market and will be able to provide faster responses.
- Your hotels will be promoted among critical target audiences through a range of sales and marketing activities.



WHY? HOW? CAN IT WORK FOR ME?

WHY?

Companies explore the option of sales representation mainly because of the high cost of accessing new and distant, albeit lucrative, markets through its own sales office.

These costs usually include

- legal and taxation requirements
- recruitment and staff costs
- rent and utilities
- other office costs



WHY? HOW? CAN IT WORK FOR ME?

HOW?

- Establish client's key objectives in relation to the market
- Review products and identify a fit
- Propose, review and agree on sales plan
- Implement, measure and evaluate periodically

WHY? HOW? CAN IT WORK FOR ME?

CAN IT WORK FOR ME?

We tailor our services to each individual company to make this approach successful.

We have expertise in branded hotels and services. This means that we can act as your brand ambassador, while helping you achieve your sales goals.



SALES CONSULTANCY



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SALES CONSULTANCY

SALES PROCESS OPTIMISATION AND AUTOMATION

To achieve effective day to day sales operations, the key processes must be identified, streamlined and standardised. HSSO works with sales teams to set measurable objectives to track performance improvement.

The result of such adjustments is a highly **VISIBLE IMPACT ON REVENUE GENERATION** through increased conversion rates, lower staff turnover and increased client loyalty.

We have the additional expertise to match the latest sales technology with business needs to achieve even more dynamic results.



SALES CONSULTANCY

FAST INCREASES IN REVENUE GENERATION

HSSO assists in identifying critical sales areas. We then work with sales teams to create the most effective processes. We also help develop key performance indicators critical for benchmarking and tracking improvements.

Some of the key processes cover:

- Account management
- Groups; from inquiry to conversion
- Corporate request for proposals (RFP)
- Reporting and analysis



SALES CONSULTANCY

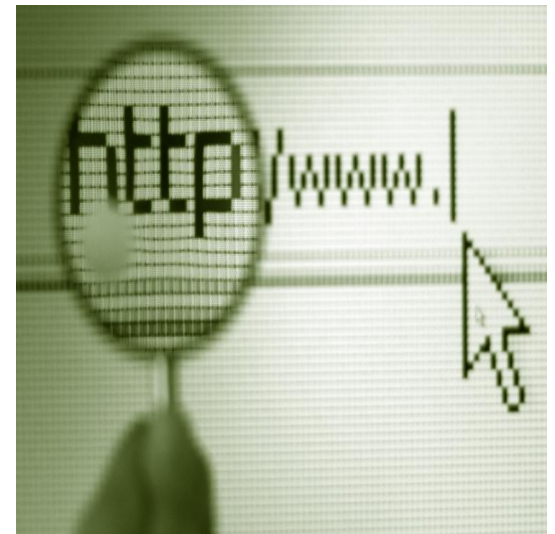
IDENTIFY THE RIGHT TECHNOLOGY FOR SALES PROCESSES

The right sales tools supporting sales processes can help a sales team deliver a quality and consistent experience. By analysing your needs and reviewing the systems currently available, we can identify and recommend the most suitable system

We can follow it up with a project plan and working with your teams, implement the changes for you.

We can work with you on

- Sales and catering systems
- Customer relationship management systems
- RFP systems



WHY? HOW? CAN IT WORK FOR ME?

WHY?

A hotel is a complex product that combines the tangible, such as a guest room, with the intangible, for example, service. This makes selling a hotel both exciting and challenging.

Providing consistency in all areas, including sales, has a direct impact on a company's revenue generation through

- Increased customer satisfaction and loyalty
- Higher conversion rates for all enquiries
- Lower staff turnover as are part of this success

WHY? HOW? CAN IT WORK FOR ME?

HOW?

- Identifying key sales areas and processes
- Identifying gaps, then re-designing processes
- Establishing Key Performance Indicators to target and measure
- Reviewing existing sales system, identifying new one
- Developing implementation plan

WHY? HOW? CAN IT WORK FOR ME?

CAN IT WORK FOR ME?

Process optimisation will benefit any company that wants to get the most from their available resources and improve and standardise their services.

And while the quality of the product and service is critical, the innovative use of sales technology will help you lead in a fiercely competitive market.



SALES TRAINING



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SALES TRAINING

In today's hospitality world, pure sales skills alone aren't enough; strategic thinking and selling will get you ahead.

Our training helps teams to understand and leverage the different aspects of sales to maximise impact.



SALES TRAINING

Knowledge of sales operations is a critical aspect of sales success. Yet it is often neglected in training.

Our training will provide teams with a good understanding of sales operations in high impact areas including;

- Customer relationship management
- Sales activity planning
- Organisation of sales events
- RFP systems
- Central reservations and global distribution
- Leveraging global sales team efforts
- Analysis of competitor intelligence and reports

WHY? HOW? CAN IT WORK FOR ME?

WHY?

The area of hospitality sales is constantly evolving.

In this changing environment, understanding the strategic aspects of sales, along with the ability to adapt and sell differently through new and different channels, is critical.



WHY? HOW? CAN IT WORK FOR ME?

HOW?

- Identifying company's sales goals
- Understanding current processes and challenges
- Identifying key focus areas
- Creating and delivering customised training module
- Measuring benefits



WHY? HOW? CAN IT WORK FOR ME?

CAN IT WORK FOR ME?

As technology now permeates every aspect of the industry, sales operations have taken on added importance.

If you think your sales teams are not making full use of all the possibilities in the market place, our training will empower them to understand the business better and generate more revenue.



OUR APPROACH



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APPROACH

ONE SIZE DOES NOT FIT ALL

- We follow a holistic approach when offering our suite of sales solutions
- They can be customised to work differently with each individual client
- The solutions work equally effectively when applied to an individual hotel or to a group of hotels
- They can be applied just as effectively at an individual property, or at the regional, or corporate level
- All our solutions, directly or indirectly, are meant to achieve one primary purpose; DRIVE REVENUE GENERATION



OUR RELATIONSHIPS



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RELATIONSHIPS

Relationships are an important aspect of our business.

We work closely with our clients and partners, as well as travel industry contacts, to build long-term relationships.

Our Advisory board, comprising industry experts, allows us to extend these relationships to a wider audience.

SOME OF OUR CLIENTS

NEXUS WORLD SERVICES

HSSO provides strategic sales consultancy to Nexus World Services, providers of innovative sales & marketing technology solutions to the hospitality industry.

The Nexus World Services platform provides the industry with a unique platform that combines a comprehensive account management system with RFP solicitation and management, as well as data collection and integration tools.

REFERENCES AVAILABLE ON REQUEST

SOME OF OUR CLIENTS

NIKKO AND JAL HOTELS

HSSO provided sales advisory services in 2007 to NIKKO corporate sales office in Tokyo for their regional and global sales strategy.

HSSO presented insights and trends on MICE business at the NIKKO Regional Sales conference in Bali in September 2007.

NIKKO is considering HSSO as their European partner for sales representation in 2008

REFERENCES AVAILABLE ON REQUEST

SOME OF OUR CLIENTS

HSSO will be delivering training in April and May 2008 on

- A STRATEGIC APPROACH TO THE USE OF INFORMATION TECHNOLOGY in the hospitality industry

as part of a course entitled 'Innovation in Management & Tourism' at the University of Applied Sciences in Salzburg, Austria

This training is aimed at providing a group of tourism professionals from around the world with some strategic perspectives on Sales, Marketing and the effective use of Technology

ADVISORY BOARD

HSSO's Advisory Board comprises leading industry experts with a wide range of experience.

The board guides HSSO on key aspects of its development, including Sales Development, Training, Sales and Revenue Management, Property Management Systems, E-commerce and other relevant areas. Please click on their names to find out more on their expertise and contact details.

- [BRIAN T. JONES](#)
- [JUTTA MOORE](#)
- [VLADIMIR MARTINOV](#)
- [SALLY DOUGLAS](#)



PARTNERS

BLUE STAR INFOTECH (BSIL):

HSSO partners with Blue Star Infotech, a global provider of IT consultancy and development services, to offer a unique BEST (Business Strategy and Technology) approach to address the strategic sales, marketing and distribution needs of the rapidly expanding hotel industry.

As increasing numbers of hotel companies take a holistic approach to the identification, adoption and implementation of technology, the BEST approach provides hotel companies with a unified platform for their requirements in sales, marketing and distribution; three prime areas critical to fast paced growth.

http

www.

CONTACT



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We will respond to your enquiries within 24 hours!

