A CONTEMPORARY STUDY ON THE EFFECTS OF PERSONAL SELLING IN 5 STAR HOTEL

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ABSTRACT

The hospitality industry in India is growing, and hotels are becoming increasingly popular. Five star hotel is completely different from regular hotels so that is crucial to an elaborative study on the same. Marketing strategy is one of the most influential concepts in the hospitality industry, especially considering personal selling to declaring its relevance as a topic of research. This research study aims to evaluate the effectiveness of the personal selling strategy in 5-star. This was designed to gain qualitative information regarding marketing strategies in five-star hotels by carrying out questionnaire response-based data by staff member as well as manager. Data collected was analysed, categorised, and discussed. The findings of this study were that five-star hotels have a well-developed marketing strategy as personal selling strategy with its variation focused on personalised promotional methods. The aim of their marketing strategies is to achieve revenue-based goals. Overall, the marketing strategies of in hotels is effective according to the response, but the researcher concluded that the theoretical formation, structure and effectiveness of personal selling strategy.

KEYWORDS ; *Hotel, marketing strategy, personal selling, structure of personal selling.*

INTRODUCTION

Hotel industry depends considerably on personal selling. Personal selling is defined as the personal presentation of a tangible product or intangible services or ideas to the customers (Personal Selling in Tourism industry | BMS.co.in, 2013). To explain Personal selling there is very important saying in sales industry "Ninety percent of selling is conviction and 10 percent is persuasion."--Shiv Khera in order to initiate and build the commercial face-to-face relationship with customers. The advantage of private selling compared to other promotional methods is that it's a two-way sort of communication. In selling situations, the salesperson can adjust the message since they're receiving feedback from the purchasers. In case a customer doesn't understand the merchandise, a salesman can react directly and make adjustments to deal with concerns (Advantages of private Selling, 2017). Personal selling minimizes wasted effort, promotes sales and boosts word of mouth marketing effectively (Personal Selling | Boundless Marketing, n.d.). Moreover, survey researched that 92% supported the thought of hotel guests expecting their stay to be personalized around a group of choices they create at the time of booking or prior to arrival. In other words, the guest of the longer

term is going to be ready to tailor all aspects of their experience including technology, hotel services, bedroom, journey, pricing also as communications. Each guest has their own preference, demands and characteristics and there must be adapted towards. The challenge for hotels is to completely understand and influence these requirements (Talwar, 2011). Because of new technology it is very difficult to sell personal selling . Therefore, this promotional method also can be used via telephone or via internet using online chats and videos (Personal Selling in Tourism industry | BMS.co.in, 2013). However, nowadays technology is taking up and lots of would lead you to believe that face-to-face or personal communications slot in the past. Nonetheless, selling isn't and never are going to be a faceless or silent pursuit. At risk may be a generation of lazy near-robotic hospitality sales professionals, using technology for his or her selling communications. Moreover, hospitality sales professionals are denied all of the relationship-building advantages of private face-to-face interactions. Personal communication includes several factors like facial expressions during which digital contact shortfalls, thinking of miscommunications and lack of emotional context. Even though face-to-face communication is that the most expensive and time-consuming medium, it provides the very best return on investment. Technology-based selling tools are often employed by hotel sales professionals; however, classic relationship-based personal selling can't be abandoned (Mogelonsky, 2014). An example is that the Hilton hotel that's improving customer satisfaction by communicating directly with customers through mobile apps. Accordingly, Hilton loyalty program members have the power to regulate and personalize their stay. A 93% of customer digital check-in experiences were satisfied or extremely satisfied, according research. In addition, more customers have an interest within the loyalty program and enrolment is up over 100% compared to previous year. Lastly, Hilton uses both personal selling also as technology to create loyal relationships with their customers (Diorio, 2016). Hotel industry it's important that the hotels specialise in the complex sales in reference to social commerce. The success of consultative sales is defined by being able to uncover hidden needs or requirements and tailoring the offering to the customer. (Peelen & Beltman, 2013) With the help of social media it's possible to open doors that otherwise would remain shut. This medium helps the hotel to actually get to understand their customer personal preference and that they could adapt thereto. A few years ago, it was sufficient enough to send product updates via Facebook and Twitter. But nowadays, companies must create a web experience equipped with product videos, peer reviews, and comparison charts. As you'll see social media channels give consumers a replacement thanks to interact with brands 24/7. It is vital for hotels to adapt to those changes because many people go online to their Face book accounts, they will discuss criticisms directly with sales reps, comment on the latest trends with friends, and post pictures of their favourite products. Did you recognize that in 2012 approximately 80% of internet traffic is going to be driven by video? (L2, 2016) If you think this is not related to the travel industry, you're wrong. According to a recent study, it was found that two of three U.S consumers watch video travel when they're thinking about a trip. (Crowel, Gribben, & Looc, 2014) for instance, around 85% of YouTube travel searches consider destinations, activities, points of interest and general travel ideas last Inspiration can come from anywhere, from a conversation to an entire movie, and once there's the intention to travel somewhere, travellers will find as much information as they can which makes it very important for hotels to focus on social commerce

OBJECTIVES:
1. To study about personal selling implementing at hotels.
2. To study the personal selling techniques used into hotels.

LITERATURE REVIEW

The Hospitality industry already includes wide range of parts such as The Hospitality sector consist of wide range of parts as Theme Parks , lodging, Transportation, cruise Lines , Event Planning, which are a part of Tourism sector only. It is a billion-dollar industry that relies on people's leisure time and disposable income. A hospitality unit, for example either hotels or restaurant are going (Eg: such as food and beverage servers, housekeepers, porters, kitchen workers, bartenders, marketing, and human

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2

resources management). The usage rate, or its inverse "vacancy rate," is a crucial variable for the hospitality industry. Similar to how a factory owner would want a productive asset to be in use as much as possible, restaurants, hotels, and theme parks seek to maximize the number of customers they serve in all areas. This has led to the evolution of services aimed at increasing the usage rate provided by hotel consolidators. Information about required or provided products is shared on business networks used by vendors and purchasers. When looking at various industries, "barriers to entry" and competitive advantages among current players are very important. Players in the hospitality industry find advantages in factors such as location, initial and ongoing investment support, and specific themes used in marketing. The characteristics of the personnel working in direct contact with customers are also crucial. Professionalism, uniqueness, and genuine concern for the happiness and well-being of customers communicated by successful organizations can be a clear competitive advantage. The Indian Hospitality industry and associated part have emerged as a most important factor of growth in the service sector. Tourism in India has significant potential due to its rich historical, social, and cultural heritage, as well as its diverse ecology, terrains, and natural beauty. Tourism is also a major source of employment and foreign exchange earnings for the country. India's emerging middle class and increasing disposable incomes continue to support the expansion of domestic and outbound tourism. Domestic tourist visits to the states/union territories grew by about 15.5% year-on-year to 1.65 billion (provisional) during 2016, with the top 10 states/union territories contributing about 84.2% to the total number of domestic tourist visits, according to the Ministry of Tourism.

MEANING AND DEFINITATION OF PERSONAL SELLING

Personal selling involves using speech and personal conviction to persuade someone to take a specific action. A salesperson is the individual who carries out this personal selling. It is a method of implementing marketing programs and is focused on persuasive communication.

Here are a few definitions:
1. According to William Stanton and Walker, "Personal selling is the personal communication of information to persuade somebody to buy something."
2. According to Dalrymple and Decarlo, "Personal selling is direct communication between paid representatives and prospects that leads to purchase orders, customer satisfaction, and account development."
3. According to Philip Kotler, "Personal selling is a face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders."
4. Robinson and Stidsen define personal selling as interpersonal face-to-face interaction for the purpose of making, exploiting, or maintaining an interdependent exchange relationship with others.
5. Mahoney and Slone describe personal selling as the personal communication between a salesperson and a potential customer or group of customers. - Still, Cundiff, and Govoni state that personal selling is a highly distinctive form of promotion and is essentially two-way communication.
6. According to Sharelekar, "Personal selling refers to public speaking in conversation (by a salesperson) with one or more prospective customers for the purpose of making sales."
7. Richard Buskirk defines personal selling as contacting prospective buyers of products personally. The relationships between selling and other elements of the marketing mix are highlighted below. Marketing programs are designed around four elements of the marketing mix: (a) products to be sold, (b) pricing, (c) promotion, (d) distribution channels. The promotion component includes advertising and public relations.

Personal selling may be a face-to-face selling technique through which a salesman uses his or her interpersonal skills to influence a customer in buying a specific product. Through the help of this the salesperson tries to highlight the various features of the product to convince the customer that it will only add value. However, to get a customer to buy a product is not the motive behind personal

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3

selling all the time. Often various organisations try to follow this approach with customers to make them aware of a new product. The companies want to spread awareness about the products for which they adopt a person-to-person approach. This is because personal selling involves personal touch; a salesperson knows better how to pitch a product to the potential customer. Personal selling can occur through two different channels – through retail and through direct-to-consumer channel. Under the retail channel, a sales person interacts with potential customers who come on their own to enquire about a product or service.

The task of the salesperson is to form sure that he understands the necessity of the purchasers and accordingly shows various products that he keeps there under category. Under the direct channel, a salesman visits potential customer within the plan to make them conscious of a replacement product that the corporate is launching or it's going to have a new offer which the customers may not receive from the open market. Personal selling takes place when a sales representative meets with a potential customer for the purpose of transacting a sale. sale. Many sales representatives depend on a sequential sales process that typically includes nine steps. Some sales representatives design scripts for all or part of the sales process. The sales processes are often utilized in face-to-face encounters and in telemarketing. Personal selling is often defined as "the process of person-to-person communication between a salesman and a prospective customer, during which the previous learns about the customer's needs and seeks to satisfy those needs by offering the customer the chance to shop for something useful, like an honest or service." The term can also be wont to describe a situation where a corporation uses a sales department together of the most ways it communicates with customers. The earliest forms of exchange involved bartering systems. However, the arrival of coinage enabled exchange to occur more efficiently and over much larger distances Herodotus who noted that "The Lydians The earliest references to selling, involving coin-based exchange, comes from Herodotus who noted that "The Lydian's were the primary people we all know of to use a gold and silver coinage and to introduce the retail trade." This implies that selling and buying, originated in the 7th century BCE, in the area now known as Turkey. From there, selling spread along Mediterranean then diffused throughout the civilized world. The Socratic philosophers expressed some concerns about the new sort of selling in round the 4th century BCE. Their commentary was primarily concerned with potential disruption of the more social aspects of selling. Traditional sorts of exchange encouraged a social perspective - emphasising the social bonds that united members of a society. For example, during periods of drought or famine, individuals shared in the plight of their neighbours. However, the arrival of this new sort of selling encouraged attention on the individual such in times of scarcity, sellers raised their prices. During the Medieval period, trade underwent further changes. Localised trading supported transactional exchange and bartering systems was slowly transformed as transportation improved and new geographic markets were opened. From the 11th century, the Crusades helped to open up new trade routes within the Middle East, while the adventurer and merchant, Polo stimulated interest within the far East in the 12th and 13th centuries. Medieval merchants began to trade exotic goods imported from distant shores including spices, wine, food, furs, fine cloth, notably silk, glass, jewellery and lots of other luxury goods. As trade between countries or regions grew, trade networks became more complex and differing types of sellers filled within the spaces within the network. During the thirteenth century, European businesses became more permanent and were ready to maintain sedentary merchants during a headquarters and a system of agents who operated in several geographic markets. Exchange was often conducted at distance, instead of face-to-face Local market traders and itinerant peddlers continued to provide basic necessities, but permanent retail shops gradually emerged from the 13th century, especially within the more populous cities. Around 17th century, permanent shops with more regular trading hours were beginning to supplant markets and fairs as the main retail outlet. Provincial shopkeepers were active in almost every English town. These shopkeepers sold a very wide range of general merchandise, much like a contemporary general store. Large business firms involved in import and export often offered additional services including finance, bulk-breaking, sorting and risk-taking. In the 17th century, the general public began to form mental distinctions between two sorts of trader;

local traders which mentioned local merchants including bakers, grocers, sellers of dairy products and stall-holders, and the merchants, which described a new, emergent class of trader who dealt in goods or credit on a large scale.

[1]THE IMPORTANCE OF PERSONAL SELLING

The Importance and Role of Personal Selling

Requires strategy decisions

Helping to buy is good selling

Salespeople can be strategy planners

Personal Selling Is Important

Salespeople represent whole company

Sales force provides market information

Personal selling is a crucial marketing tool for little businesses, particularly people who sell complex or high-value products and services to other businesses, instead of consumers. Companies can undertake personal selling by hiring sales representatives who visit customers or by contacting customers by telephone. Companies selling to consumers may find it uneconomical to affect individual customers, unless they're selling face-to-face during a mall, marketing high-value products like cars or selling products that need demonstration, like smart phones or computer

SOURCE: https://images.app.goo.gl/mMdQ84R2coo2bANL

1   Persuading Prospect
2   Selling Complex Products
3   Managing the Sales Cycle
4   Developing Customer Relationships

FIVE WAYS TO DEVELOPE CUSTOMER RELATIONSHIP
1. Build your network--it's your sales lifeline.
2. Communication may be a sport, so roll in the hay early and sometimes
3. E-mail marketing keeps relationships strong on a shoestring budget.
4. Reward loyal customers, and they'll reward you.
5. Loyal customers are your best salespeople.
(Mike Lieberman, CEO and chief revenue scientist)

1 Two-Way Communication:
It is the best tool for two-way communication. Salesman can provide necessary information to customer about company's offer, and can also collect information from customer. Customer can actively involve with salesman to unravel his doubts and objections. It is impossible in the other methods of market promotion.

2. Personal Attention:
1. Advertising and publicity are among mass communication tools. They do not cater individual needs. Personal selling focuses on personal problems of customers. It is comparatively more effective and result-oriented.
3. Detail Demonstration:

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[1]Adams, L. (2016) 'Learning a New Skill is Easier Said Than Done', Gordon Training International, [Online] Available at: http://www.gordontraining.com/free-workplace articles/learning-a-new-skill-is-easier-said-than-done/# (Accessed: 15 November 2018).

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5

1. Except television advertisements, demonstration is not possible. However, television demonstration is much limited. Salesman can provide a detail demonstration and may supervise when customer is making the particular use of products. For technical products, it has more relevance.

4. Complementary to other Promotional Tools:

1. Personal selling can support advertising, sales promotion, and publicity. It removes the drawbacks of advertising and sales promotion. Advertising increases awareness while personal selling reinforces the advertising message. Similarly, it can make advertisement tools simpler by personal guidance or conviction.

2. This is the only market promotion technique that provides immediate feedback. At the top of each call/visit, a salesman can easily judge whether the customer is interested or indented to shop for.

5. Individual Services:

1. Salesmanship offers individual services. It can meet personal expectations of buyers. It leads to customer satisfaction.

6. Flexibility:

1. Sales talks and presentation can be adjusted according to situation to suit individual nature, motives, and problems.

7. Customer Confidence:

1. By systematic sales pitch and presentation, a capable salesman can remove all doubts, quarries, objections and misunderstandings, and may win customer's confidence. It increases customers' faith in company and its offers.

8. Triple Rewards:

1. Salesmanship offers triple rewards. It benefits all parties, including customer, salesman, and company. Customer is satisfied with products and services; salesman is able to do his targets; and company can improve its market share and profits.

9. Improving Image:

1. Note that salesmanship can remove bad image or misunderstanding by highlighting company's achievements and offers. The detailed explanation about company and its products removes all doubts and misunderstandings. It helps in restoring company image and reputation in market.

3.3[2]SALES PROMOTION

Sales promotion provide complete promotional strategy with advertising, publicity, and private commercialism. The yank promoting Association (AMA) defines advert as "media and no media promoting pressure applied for a planned, restricted amount of it slow thus on stimulate trial, increase client demand, or improve product old quality." however this definition lack in however around the dynamic situation of recent world, one ought to add that effective advert will increase the essential worth of a product for a restricted time and directly

[2]Bǎltescu, C.A. and Boşcor, D. (2016) 'The Development of Boutique Hotels in Braşov City', Ovidius University Annals: Economic Sciences Series, 16(1), pp. 274-278. EBSCOhost [Online] Available at: http://stec.univ-ovidius.ro/html/anale/ENG/2016/2016-I-full/SectionIV/3.Baltescu_CodrutaAdina.pdf (Accessed: 29 October 2018).

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6

stimulates   client buying, commercialism effectiveness,   or the   difficulty of   the sales   force . It is typically accustomed inform, persuade, and prompt target customers concerning the business and its promoting combine. Some   common types of advert embody samples, coupons, sweepstakes, contests, in-store displays, trade shows, price-off deals, premiums, and rebates. Businesses will target

Advertisements at 3 totally different audiences:
• Consumers,
• Resellers, and the
• Company's own sales force.

Sales promotion acts as a weapon by providing an extra incentive for the audience to urge or support one whole over another. it's notably effective in encouragement product trial and unplanned purchases. Most marketers believe that a given product or service features a long-time perceived worth or worth, which they use advert to vary this price-value relationship by increasing the worth and/or lowering the worth. Compared to the other elements of the promoting   combine (advertising, publicity, and personal selling), advert sometimes operates on a shorter time line, uses a a lot of rational attractiveness, returns a tangible or real worth, fosters an immediate sale, and contributes extremely to profit.   In   decisive   the   relative   importance   to   place   on   advert inside the general promoting combine, a touch business ought to contemplate its promoting budget, the stage of the merchandise in its life cycle, the character of competition inside the market, the target of the promotion, and thus the character of the merchandise. for instance, advert and spam   are notably enticing alternatives once the promoting budget is restricted , as a result of it's for many tiny business additionally advert ar typically AN economical tool throughout a extremely competitive market,   once the target is to convert retailers to carry a product or influence shoppers to pick it over those of competitors. Similarly, advert is sometimes used within the enlargement and maturity stages of the merchandise life cycle to stimulate shoppers and resellers to choose that product over the competition—rather than inside the introduction stage, once mass advertising to form awareness may be a lot of vital. Finally, advert tends to work best once it's applied to impulse things whose option are typically judged   at the   aim of   purchase, rather   than a   lot of advanced, dear things that   may need active demonstration

[3]SELLING FACTORS AND TECHNIQUE
Underestimated. U.S. firms must also carefully compare customer needs and the quality of latent demand with the level of service that they want to offer in India. Even among the affluent middle class, much of their money is still spent on need-based consumption rather than on luxury goods. While selling in the Indian market can be a complicated and difficult experience for new entrants, this can be avoided if,   at the outset,   the market opportunity is assessed accurately, and the capabilities of local competition are not underestimated. Only in unusual circumstances should new foreign entrants create a new and independent sales infrastructure, because it is very expensive in the short run and requires sustained investment to build over the long run even if the product is successful. At first glance, the bulk of the purchasing power in India would appear to be concentrated in its urban markets. However, a majority of the Indian population lives in rural areas distributed over some 638,000 villages. The balance lives in 7,935 towns, of which approximately 468 have a population of more than 100,000 inhabitants. It is said that the "real" India lives in the villages. All marketers, both Indian and foreign, have benefited by paying attention to the marketing potential of rural India. An analysis of consumer purchase data over the last several years by various research agencies has shown that rural markets in

[3]Baxter, P. and Jack, S. (2008) 'Qualitative Case Study Methodology: Study Design and Implementation for Novice Researchers', The Qualitative Report, 13(4), December, pp. 544 559. [Online]
Available at:http://nsuworks.nova.edu/cgi/viewcontent.cgi?article=1573&context=tqr (Accessed: 3 December 2018).

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7

India are growing as disposable income and literacy levels increase, and television access stimulates demand. Analysts predict that Indian rural consumers, who will be worth $100 billion by 2025, will drive consumption soon. Due to the influence of the media, consumption patterns in rural households have also changed significantly in recent years. Indians in rural areas are far more brand conscious, and this is generating demand for some products that were previously unfamiliar.

4EFFECT OF PERSONAL SELLING AND MARKETING ON SALES GROWTH

Personal selling is an important component of the overall marketing strategy of an organization. According to Adamu (200) personal selling is the presentation of a persuasive message by selling to a potential customer or group of customers, personal selling can also take place through personal correspondence telephone conversation or email. Personal selling is an effective communication with potential buyers of a product with the intention of promoting sales. Personal selling may focus initially on developing a relationship with the consumers and potential buyers of a product. This relationship ultimately ends with an attempt to close the sales (Okoh, 2009).

The oldest form of promotion is personal selling. It involves the use of a sales force to encourage intermediaries to buy the product or a pull strategy where an organization may be limited to supporting retailers and providing after sales services. A Personal selling is designed to present a form of face-to-face communication, personal correspondence, or a personal telephone conversation, unlike advertising a personal sales message can be justified. For example, the marketing of a sophisticated computer system may require the use of personal selling, while the introduction of a new products is door-to-door selling and home demonstration parties. These two personal selling methods are primarily used for personal care products, cosmetics, cookware, encyclopaedias, books, toys foods and other items of special interest to home markets. Ideally, personal selling should be supported by advertising to strengthen its impact. Delivery of a specially desired message to a prospect by a seller usually in the form of face-to-face communication, personal correspondence, or a personal telephone conversation, unlike advertising, a personal sale message can be more specifically targeted to individual prospects and easily altered if the desired behaviour does not occur.

However, in spite of the importance of personal selling to the overall marketing strategy of an organization, previous studies have indicated that organization do not hold it to a high esteem like another promotional tool. For example Emena (2006) in her study of problem and prospect of personal selling in business enterprise, observed that most companies in Nigeria seldom used personal selling to promote their product or do not channel the required resources to it.It is against this background that the researcher sees the subject matter worthy of investigation. In spite of the importance of personal selling in sales promotion, scholars in India have done few empirical investigations on the subject matter. Although a lot of researches on sales promotion study has been conducted with personal selling as a component or segment of such empirical work. This has created a gap in the study of personal selling from a broad perspective (Okoh,2008).

4Baxter, P. and Jack, S. (2008) 'Qualitative Case Study Methodology: Study Design and Implementation for Novice Researchers', The Qualitative Report, 13(4), December, pp. 544 559. [Online]
Available at:http://nsuworks.nova.edu/cgi/viewcontent.cgi?article=1573&context=tqr (Accessed: 3 December 2018).

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8

Hence, Personal selling is neglected by so many companies in Nigeria. This is sequel to the fact that personal selling fail to realize its objectives in most companies in Nigeria (Okoh, 2007), this failure may be attributed to the poor capital budget, poor sales management and ineffective sales campaign. It is against this, that the researcher seeks to carry out an empirical investigation on the subject matter to cover this gap

[5]GROWTH AND DEVELOPMENT OF THE HOTEL INDUSTRY IN INDIA

The hotel industry in India existed even in the era of the Indus Valley Civilization as people travelled then primarily for the purpose of trade as well as religious pilgrimages. The old texts and literature, including Hindu mythology has references to provision of accommodation and food to travellers. India was famous for gold, precious stones, spices and silks and trade existed with countries like Malaysia, China, Japan, Greece and Italy. Travellers used animals for covering distances on land and boats to cross seas and rivers. Tewari (2009) stated that the history, growth & development of the hotel industry in India can be studied on the basis of three definite eras

1. The Ancient & Medieval Era- which existed from the days of the Indus Valley Civilization to up to the 1600"s.
2. The Colonial Era- when the British ruled India which lasted up to 1947.
3. The Modern Era- which existed from the year 1947 onwards, after India gained independence.

GROWTH AND DEVELOPMENT OF THE HOTEL INDUSTRY AROUND THE WORLD

The development of the travel and tourism industry played a major role in the origin, growth and development of the hospitality industry. As mentioned above, people travel from one place to another for a variety of reasons such as commercial, personal, to visit friends and relatives, for recreation, educational purpose, or some kind of religious activity or to get access to quality health care facilities. If people travel for a few days, it is not possible for them to carry their food and a place to shelter along with them. So, this necessity is taken care of by the hospitality industry. Thus, hospitality services and tourism services are dependent on each other. In the ancient times, the common mode of transport for men comprised of animals like horses and camels. For security reasons, they would travel in groups called caravans; and would stay put at a particular destination during the night, to avoid being looted as well as for protection from wild animals. Due to the animals getting tired, there were constraints on the distance that was being covered by them during day time. So, a place that offered water, food and safety was their main anchor for the night halt.

The concept of inns and lodging houses came into being to satisfy this need of the travellers. The earliest recorded inns were in 500 years B.C. They were the earliest form of hospitality service. Swain & Mishra (2011) stated that the term „inn" is derived from the word „malon" signifying a resting place for the night". Such inns and lodging houses were known as taverns & inns in Europe, ryokans in Japan, dharamshalas & sarais in India, cabarets and hostelries in France, katalumas in Greece. They were created in the homes of the local people, who made their living by providing accommodation and other services. Inns at first were usually managed by families, or husband- wife teams who offered large halls to travellers to sleep, in the beginning with many beds, like modern dormitories. They also had stable facilities for the animal, for feeding, watering & to rest for the night. Simple homely fare was offered to the visitors as refreshments, at an additional charge. Changing travel patterns resulted in upgrading of facilities. However, there were no high standards of cleanliness or hygiene, as is evident in the modern-day hospitality industry. Religious tourism was popularized during the Middle Ages. Churches started maintaining guest houses for pilgrims. Temples and monasteries too started providing the facility of

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9

overnight stay to pilgrims. The Muslim rulers constructed buildings in the vicinity of mosques for travellers. Eventually roads developed on a grander scale in around the third century A.D. and horse-pulled carriages came into existence after the invention of the wheel. Large towns and cities evolved and all this led to frequent travel between destinations. People who ran inns realized that this business would yield high returns over a period of time and started constructing large guest houses for providing accommodation to travellers. Men started travelling for trading purpose in around the fifteenth century A.D and looked for safe venues where they could rest during their long voyage. These were merchants and were not satisfied with plain inns and their simple fare; they wanted something more luxurious with delicacies for the palate. With the beginning of the seventeenth century A.D comfortable and hardy carriages were routinely used for travelling longer distances, with frequent stops at roadside inns. These inns by now had evolved into good places of accommodation where the guests could relax in a safe

Environment and were operational round the year. They had become more spacious and looked after the privacy of the guests. The dormitories gave way to individual bedrooms with basic furniture. Gradually, vertical buildings were constructed and it became commonplace to have a parlour kind of a room on the ground floor to receive guests and offer them food and beverages, with bedrooms on the higher floors. Monasteries and churches too upgraded their lodging facilities in order to cater to their visitors in a better way. In the eighteen century A.D, travel by stagecoaches became one of the most preferred modes of transport for the upkeep of roads and bridges, tollgates were put in place and travellers using that particular stretch of road had to pay a fixed amount of money. They rubbed shoulders with the locals at the inns, who would drop in for refreshments. With the development of the railway services and steamships, after the Industrial Revolution in England, road travel became less popular. Travellers preferred travelling by train as it was more convenient, quicker and safer, hence the volume of business of inns reduced. A few were closed down, while others changed their product in order to suit the local market, and became taverns. Soon, more and more towns and cities developed due to better connectivity by railway, and hotels started being constructed near the railway stations.

Personal selling tools

There are a number of tools that can be developed and used by salespeople to improve their performance. These tools increase the efficiency and effectiveness of sales presentations. This chapter discusses two such tools: time management and negotiating skills. In addition, salespeople should conduct business in an ethical manner. The last section in this chapter discusses ethical issues faced by salespeople in an attempt to form some basic guidelines.

[6]Time Management

Time is a critical resource for salespeople because it is limited and must be managed properly to ensure efficient and effective performance. Figure 13-1 displays a general breakdown of the normal activities in a salesperson's day and the time spent on each activity.

As you can see, only a small percentage of time is actually spent selling. Therefore, in an attempt to maximize the time when one is engaged in selling, it is important to understand the concept of time management.

Time management can be thought of as a process, or a cycle, as shown in Figure 13-2. First, salespeople set their goals in accordance with the expectations of the firm. Second, once the goals are set, salespeople must develop sales strategies and allocate resources. The third stage involves the actual

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[6]Cameron, S. (2008) The MBA Handbook, skills for mastering management, 6th edn., Harlow: Prentice Hall. Chen, W. and Chen, M. (2014) 'Factors affecting the hotel's service quality: relationship marketing and corporate image, Journal of Hospitality Marketing & Management, 23(1), pp. 77- 96, [Online]
Available at: http://dx.doi.org/10.1080/19368623.2013.766581 (Accessed: 2 October 2018).

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10

implementation of the strategies. Finally, it is necessary to evaluate or measure performance based on the goals that are initially set.

DEVELOPING SALES STRATEGY

There is a rule that has been applied in marketing for some time, called the 80/20 rule. This proposition holds that 80 percent of profitable business will be generated by 20 percent of the customers. This rule was found to hold true for many tangible products, but it would seem to apply to services as well. In particular, hospitality firms segment customers based on their frequency of use with the firm's frequent flier, frequent guest, and frequent diner programs. Those who purchase more, receive more benefits and attention. There is no difference when it comes to group business sales.A Five Stage Personal Selling Process in 5-star hotel

Source: www.studymarketing.org

Stage 01 – Prospecting.
1. Plan a sales approach focused upon the needs of the customer.
2. Determine which products or services best meet their needs.
3. In order to save time, rank the prospects and leave out those that are least likely to buy.

Stage 02 – Making First Contact.
1. Make sure that you are on time.
2. Before meeting with the client, set some objectives for the sales call. What is the purpose of the call? What outcome is desirable before you leave?
3. Make sure that you've done some homework before meeting your prospect. This will show that you are committed in the eyes of your customer.
4. To save time, send some information before you visit. This will wet the prospect's appetite.
5. Keep a set of samples at hand, and make sure that they are in very good condition.
6. Within the first minute or two, state the purpose of your call so that time with the client is maximised, and also to demonstrate to the client that you are not wasting his or her time.
7. Humour is fine, but tries to be sincere and friendly.

Stage 03– The Sales Call (or Sales Presentation).
1. It is best to be enthusiastic about your product or service. If you are not excited about it, don't expect your prospect to be excited. Focus on the real benefits of the product or service to the specific needs of your client, rather than listing endless lists of features. Try to be relaxed during the call, and put your client at ease. Let the client do at least 80% of the talking. This will give you invaluable information on your client's needs. Remember to ask plenty of questions. Use open questions, e.g. TED's, and closed questions i.e. questions that will only give the answer 'yes' or the answer 'no.' This way you can dictate the direction of the conversation. Never be too afraid to ask for the business straight off.

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11

Stage 04 – Objection Handling

1. Firstly, try to anticipate them before they arise.
2. 'Yes but' technique allows you to accept the objection and then to divert it. For example, a client may say that they do not like a particular colour, to which the salesperson counters 'Yes but X is also available in many other colours.'
3. Ask 'why' the client feels the way that they do.
4. 'Restate' the objection, and put it back into the client's lap. For example, the client may say, 'I don't like the taste of X,' to which the salesperson responds, 'You don't like the taste of X,' generating the response 'since I do not like garlic' from the client. The salesperson could suggest that X is no longer made with garlic to meet the client's needs.
5. The sales person could also tactfully and respectfully contradict the client.

Stage 05 – Closing the Sale.

1. Just ask for the business! – 'Please may I take an order?' This really works well.
2. Look for buying signals (i.e. body language or comments made by the client that they want to place an order). For example, asking about availability, asking for details such as discounts, or asking for you to go over something again to clarify.
3. Just stop talking, and let the client say 'yes.' Again, this really works.
4. The 'summary close' allows the salesperson to summarise everything that the client needs, based upon the discussions during the call. For example, 'You need product X in blue, by Friday, packaged accordingly, and delivered to your wife's office.' Then ask for the order.
5. The 'alternative close' does not give the client the opportunity to say no, but forces them towards a yes.

7 PAST RESERCHER STATISTICS

We used this little story to draw you in and illustrate how even the highest echelons of business are focused on knowing your numbers. That's why, in this post, we're going to go over 10 sales graphs and charts that will fuel your imagination and give you some useful resources. These charts and graphs each illustrate crucial aspects of your sales department that you would be well served to know in depth and keep track of. And rather than using Excel or Google Sheets to do so, you can focus on these charts instead. Because after all – a dashboard is worth a thousand Excel sheets.

1) Sales Performance
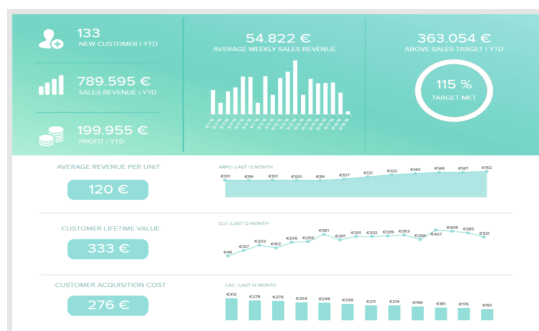
If you're looking for a broad overview of your sales performance, this graph should do just the trick. It tells you how many new customers you've gotten this year, how much revenue each one of those customers is driving, and how much each of those customers costs to acquire – along with many other useful sales KPIs.Note the mix of charts that show trends over time and standard numbers. This gives to that sales graph an overall sense of visual contrast which makes it much more digestible at a glance.

9Cai, L.A., Zhang, L., Pearson, T.E. and Bai, X. (2000) 'Challenges for China's State-Run Hotels', Journal of Hospitality & Leisure Marketing, 7(1), pp. 29-46. [Online] Available at: http://dx.doi.org/10.1300/J150v07n01_03 (Accessed: 4 October 2018).

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12

However, keep in mind that the sales graphs available on data pine are very customizable – so if certain KPIs on this template are too broad for your liking, you can make them more granular at will. Let's examine how you can do so with the following sales KPIs.

2) Sales Target (Actual Revenue vs. Forecasted Revenue)
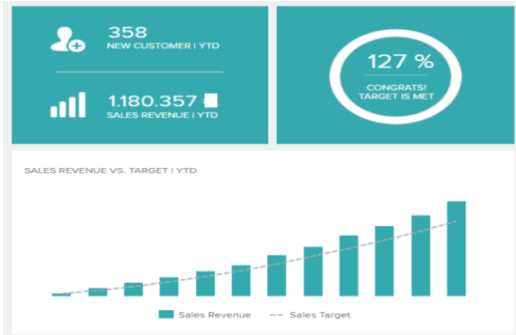
Setting goals and then keeping track of whether those goals are being met is a hallmark of high-performing teams. After all, if you have no idea what you're aiming for, it's pretty hard to achieve it; This granular graph shows you several KPIs related to sales revenue, including the number of new customers you've signed up so far, your total revenue to date this year, and how your month-by-month projections have tracked with your actual revenue.

It can be really useful to see if certain months are higher in sales revenue than others, so that you can plan on those trends in the future and not be surprised by having some very low months and other peak months of revenue.

3) Customer Acquisition Cost
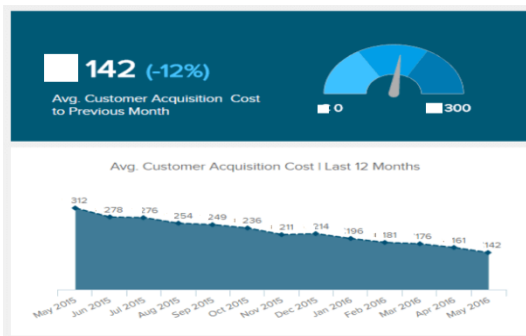
Your Customer Acquisition Costs (CAC) is one of the most important KPIs you can keep track of. If all you kept track of was Customer Lifetime Value and Customer Acquisition Cost, you could see a lot of important data about your business. Fundamentally, it's ideal to have your CAC as low as possible. However, if you have a higher CLV than your competitors, you can beat them by being able to afford a higher CAC.

Customer Acquisition Cost Formula

$$\text{Customer acquisition cost} = \frac{\text{Sales and marketing expenses}}{\text{New customers}}$$

SOURCE: https://images.app.goo.gl/wC2SSY3Po4uEUkqn8

4) Average Revenue per Unit
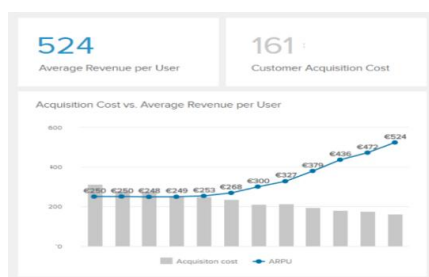
This sales graph is incredibly useful, as it shows you how your costs of acquiring new customers are comparing to the revenue you're earning from each customer.To calculate ARPU, you just divided your total monthly revenue by the total amount of customers you have that month. Again, this graph can serve as a warning system to make sure that you're staying profitable in the short term. CLV is great and all, but cash flow is king when it comes to keeping the lights on.

$$ARPU = \frac{Total\ revenue}{Average\ subscribers}$$

SOURCE: https://images.app.goo.gl/GsyFyX8rPTfGniTa8

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13

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5) Sales Cycle

This sales graph tracks how long it takes accounts to get through your sales funnel on average, all the way from identifying an opportunity to closing an account. All else being equal, a shorter sales cycle is better, and so this graph's ability to compare your different sales managers/representatives closing rates can show you who your top performers are. Just make sure to see the size of the deals your managers are closing, and keep track of the CLV of those customers. Because all other things are rarely equal – you may find that one sales manager takes a long time to close deals, but regularly signs large packages with a customer that stays on for a while. Telling that manager to shorten their sales cycle could backfire.

6) Sales Conversion

Increasing revenue in a sales-based business can come from several areas, broadly speaking. You can increase the number of leads your target, increase the size of the deals you close, increase customer retention rates, or increase the conversion/closing rates of the leads you currently have.

SOURCE: https://images.app.goo.gl/tVaWQ67Q2pKdoGAi9

RESEARCH METHADOLOGY
i) DATA REQUIREMENT

The researcher needed to determine if the questionnaire needed to be administered in a one-to-one setting, where the interviewer poses the questions to the respondents or by a self-administered questionnaire that is delivered to the individual personally or by some impersonal distribution process or by a telephone interview procedure.

iii) SAMPLE SIZE

The policy and the procedures will be applicable for every single employee of the organization. The sample size for the purpose of the research was taken to be 80 respondents.

iv)   DATA COLLECTION INSTRUMENT
• Current/Existing Policies and Procedures
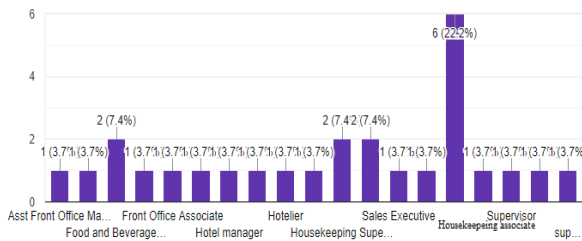• Group Policies and Procedures Currently in Place
• Internet

DATA ANALYSIS AND DATA INTREPRETATION

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1. Gender
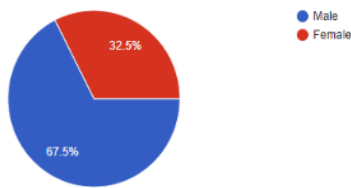
Interpretation: The respondents of the sample involved 67.5% male and 32.5% female respondents.

2. Job

Syntax: The job profile of the respondents involved mostly housekeeping associates with 22.2% of the respondents. Next in the category involved sales executives with 7.4% of the respondents. Apart from these there were sales associates, front office associates and executives, food and beverage associates and executives and hotel managers.

3. Age bracket (yrs)
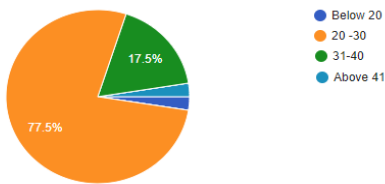
Interpretation: Most of the respondents of the sample were in the age bracket of 20-30 years of age (77.5% of the respondents). Next involved in the age bracket of 31-40 years were 17.5% of the respondents

4. Level of Education
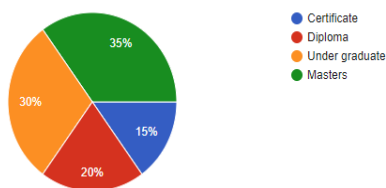
Interpretation: Most of the respondents of the sample had a certain level of formal education with about 35% as masters and 30% as undergraduates. Others had diploma qualifications or are certified.

5. a) Does your organization have a well defined personal selling policy?
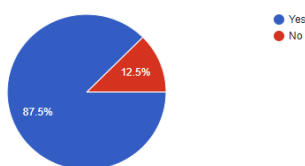
Interpretation: Most of the respondents were of the opinion that the organisation has a well-defined well personal selling. A well-defined personal selling policy helps to enhance sales in the organisation. This in turn helps to increase the revenue in the organisation.

b. How often does your organisation review personal selling strategies?   **Inte**

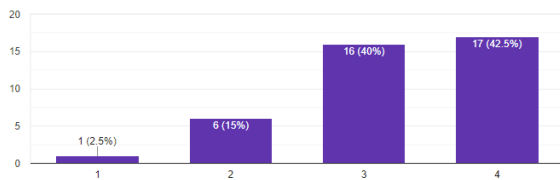**rpretation:** 37.55 of the respondents agreed to
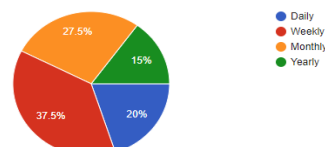
have a weekly review of their personal selling strategies whereas 27.55 indicated monthly reviews. The rest 20% responded a daily review and 15% indicated a yearly review.

c. Does your organization have fully empowered personal selling team?
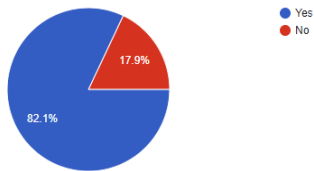
Interpretation: 82.1% of the respondents indicated to having a fully empowered personal selling team in their organisation. This indicates a high level of attention towards personal selling by the organisation.

One- on –one interaction

Interpretation: 82.5% of the respondents indicated to having a one-on-one interaction with the customers of the organisation. This helps to create interest in the customers and attract more and more business in the organisation.
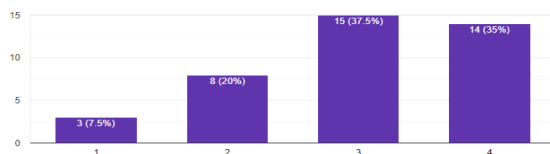
Interpretation: 87.5% of the indicated the organisations customer feedback and complaints them to improve the sales through flaws.

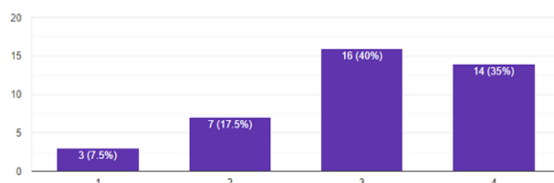Actively seek customer feedback and complains
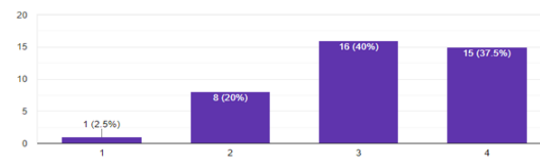
respondents actively seek and work on omitting major

Interpretation: 75%% of the respondents indicated the organisations does follow-up action once appropriate control measures are taken after the feedback.

Research on consumer taste and preferences

Interpretation: 72.5% of the respondents indicated that constant research is conducted on customer tastes and preferences in order to keep in track the organisation with the changing demands of the customers.

Customer follow-ups

Interpretation: 85% of the respondents indicated the organisations maintain proper records of their customers. This helps to provide better services to repeat customers and enhance

Keeping clients data base records
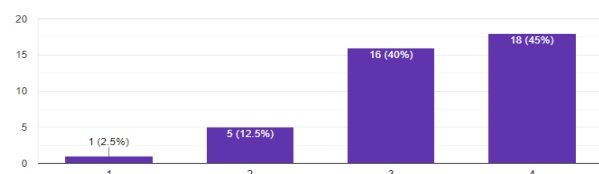
guest satisfaction and thereby the sales of the organisation.

d) How would you rate the customer selling practices by the organization?
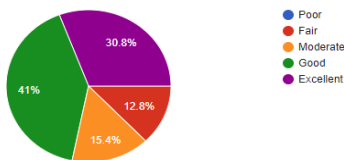
Interpretation: 71.8% of the respondents gave a positive rating of their customer selling practices. This shows that the sales team of the organisations are more into customer satisfaction and also customer centric.

CONCLUSION

1. The ability to interact with the guests which provides the ability to connect guest.
2. The feedback shared on the review social networking sites is an opportunity to improve the service offering.
3. Measuring the affects that reviews, Wall-posting, Blog, Photo Video, Pop-up, tweets and posts can directly have on bookings could be quite difficult.
4. In conclusion the ability to reach out to such a huge volume of potential guests would make ignoring social media a poor business choice. The other side of the coin is that potential for damage to the brand by reaching out in a haphazard fashion could be quite destructive and costly to repair.
5. A well planned and coherent marketing strategy is needed to limit potential damage and give the chance of succeeding greater odds. It would be wise to consider hiring a qualified dedicated member of staff or to consult with an outside agency or expert from the earliest stages to avoid negative outcomes.
6. Social Networking Sites creates a real Connection between companies and customers; that connection creates a trend for purchase intensity.
7. Social Networking Sites provide ample of opportunities for interacting with hotel industries partners
8. Social Networking Sites provides a platform to innovative advertising to be effectively used for business growth of hotel industries
9. From data interpretation we observed that hotel industry in Industry prefer Facebook and Tripadvisor.in more than any other Social Networking Sites for their Promotional activities
10. Hotel Industry with use of Social Networking Sites can gain competitive advantage by reducing advertising cost, create awareness, capture large market, able to transact globally, can improve customer service quality and acquire new customers.

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18