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Code - Course	064432 – Sales Management in the Hospitality Industry				
Type	Elective		Year	3 rd /4 th	
Thematic Area	Sales & Marketing		Credits	3 ECTS	
Teacher in charge of the course			Anaïs Cavallin		
In-class	30 hours	Teacher-led	20 hours	Individual	25 hours

BRIEF COURSE DESCRIPTION

The subject "Sales Management in the Hospitality Industry" highlights the crucial importance of sales for the success and profitability of hotels. Sales not only generate direct income but also influence occupancy and customer loyalty. This subject provides students with the tools and knowledge necessary to develop and optimize effective sales strategies in a competitive environment such as the hotel industry.

Students will learn the basic concepts of marketing and sales that are specific to the hotel sector, and how to develop and present value propositions. Offline and online distribution channels will be explored, and students will be taught how to choose the appropriate intermediaries. Students will become familiar with the responsibilities of the sales department and its internal organization, as well as the characteristics of hotel sales markets. The customer's purchasing process will also be studied, and sales opportunities will be identified in each phase of the customer journey. In addition, competitive analyses will be conducted, effective sales and customer loyalty techniques will be developed, and students will learn how to prepare sales reports and use competitive intelligence to improve performance.

GENERAL SKILLS

GS06- Customer focus.

SPECIFIC SKILLS

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS10- Market tourism products, services and projects.

CE17- Understand and implement quality assurance standards.



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LEARNING OBJECTIVES

1. Know the most current concepts and tools of planning, organization, direction, coordination and control.
2. Know the main tendencies, dynamics, paradigms and conflicts observed in the evolution of the hotel activity.
3. Use hotel marketing tools: Revenue Management, e-marketing, web 2.0.
4. Organize sales teams and promote sales among them.
5. Solve problems that customers may have.

ACADEMIC CONTENTS

1. Marketing plan & hotel sales concept
 - 1.1 Marketing basics
 - 1.2 Hotel sales concept
 - 1.3 Selling is...
 - 1.4 Sales activity: poster and pitch
2. Distribution strategies and channels
 - 2.1 Offline and online distribution channels
 - 2.2 How to choose the right intermediaries
 - 2.3 Distribution strategies: the intensity of distribution
3. Hotel sales department
 - 3.1 Who is responsible for sales?
 - 3.2 Hotel S&M organization chart
 - 3.3 Hotel sales markets
 - 3.4 Market characteristics
4. The buying process
 - 4.1 Understand the customer journey
 - 4.2 Sales opportunities in each phase of the customer journey
5. Competitive analysis. Why and how?
 - 5.1 What is a competitive analysis?
 - 5.2 How to benchmark?
 - 5.3 Exercise: create a comp set in class
6. The art of selling
 - 6.1 Basic sales method
 - 6.2 Seven key points for effective sales
 - 6.3 How to react to customers' objections



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- 6.4 Sales pitches and presentations
- 6.5 How to adapt sales arguments depending on the client

- 7. Sales actions & customer loyalty
 - 7.1 Cold calls, sales calls, tradeshows, sites inspections...
 - 7.2 How to plan sales actions
 - 7.3 Customer loyalty and buying process

- 8. Sales reports & competitive intelligence
 - 8.1 Types of sales reports
 - 8.2 Sales book
 - 8.3 Sales actions reports
 - 8.4 Competitive intelligence report
 - 8.5 How to interpret Hotelligence data

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Sales Concept, Poster & Pitch. The students will research about the Sales concepts, using the sources of their choice, and will create an infographic poster to represent their vision of Sales. They will pitch their poster in front of the class.

- Competitive Set. The students will choose a hotel, identify its main competitors and benchmark several types of information to come up with a real competitive analysis.

- Sales Presentation. The students will work on a Sales presentation for the Hotel of their choice. They will need to choose a specific target market and build up the sales arguments accordingly. They will also reply to objection and questions from the teacher, to see how they can react to client negativity. The attendance to class is mandatory for both sales presentation sessions.



ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Sales Concept, Poster & Pitch	Group	10%	15%	2 nd week
Competitive Set	Group	15%	X	8 th week
Sales Presentation	Individual	25%	25%	13 th week
Final Exam	Individual	50%	60%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.



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If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

Dixon, M., & Adamson, B. (2012). *The Challenger sale: How To Take Control of the Customer Conversation*. Penguin UK.

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Rosen, S. (2012). *52 Sales Management Tips: The Sales Managers' Success Guide*.

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