



# Core Traits & Capabilities of Great Sales (hospitality) People

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**CELEBRATE...**

**The Power of our Relationships &  
Trusted Industry Partnerships**

*Our Whole is Greater  
than the Sum of our  
Parts!*

*“Effectively, change (success) is almost impossible without industry-wide collaboration, cooperation, and consensus.”*

– Simon Mainwaring

# Stories of *Extraordinary*, Collaboration & Partnerships

1. Turn to a partner.
2. Share a quick story where, either:  
You collaborated with an industry partner, or within your team, to deliver a WOW guest/visitor experience or solution.

# Team Intelligence (TI)

1. The two circles represent the front and back of a U.S. penny.
2. Fill in as many details from a current U.S. penny, front and back, that you can think of.
3. Write total # of details you recalled
4. As a triad, share all of your recalled details and fill in your penny.



**None of us is as  
smart as *All of Us.***



**"Good is the enemy of great."**

- Stephen Covey

*Leadership is not a title.*

*Extraordinary is a  
choice.*



# *The Power of Purpose*



*“My job is  
to help  
people love  
to read.”*

- Fred 2.0, M. Sanborn

# What Business Are You In?

What's the difference between  
*customer service* and *Customer  
Loyalty*?

Does every member of your  
organization understand...

*What Business Are You In?*



**COMPLACENCY** – *A feeling of quiet pleasure, often unaware of potential danger, defect, or the like; self-satisfaction.*







*Culture gets built with or without strong and clear leadership.*



# Two Kinds of Employees...

*“Fountains or  
Drains”*



# Culture Creates Personal Emotional Connection (PEC) with our Visitors.

## Zappos - *"Delivering Happiness"*

[https://www.youtube.com/watch?  
v=axlWBn7YQA4](https://www.youtube.com/watch?v=axlWBn7YQA4)



# Truth or Myth?

*Extroverts make the best sales people (hospitality)?*

*Great sales people are born, not made.*

# Core Traits of Great Sales People

- Motivated to win- *driven, competitive, the "Excellence Reflex"* (Setting The Table, D. Meyer)
- Strong interpersonal skills - *empathy*
- Team - oriented
- Highly organized and disciplined
- Regularly sets goals and plans
- Open - minded, willing to try new approaches, believes in training

# Traits + Sales (hospitality) Skills!

- Asking Great Questions and Active Listening
- Handling Objections or Complaints
- Asking for Agreement and Action

# Asking Better Questions

1. Write down your top 2-3 visitor/guest questions.
2. Turn to partner, share one and say why you like it.

# Great Questions & Listening

Open Questions - "WHAT" and "HOW"

Expanding Phrases encourages guest to share/reveal more information

*"Could you please expand on..."*

*"When you say \_\_\_\_\_ what exactly do you mean?"*

*"Help me understand..."*

*"Share with me..."*

*"Can you give me an example..."*

*"Walk me through..."*

# 4-Step Objection/Complaint Handling

- Step 1 - Pause- Apologize- Empathize
- Step 2 - Ask Questions to isolate root cause, clarify and summarize
- Step 3 (Hospitality) - Own the problem solve it
- Step 3 (Sales):
  - Present new information or evidence
  - Reframe value vs. price
  - Share other tourist/guest stories



# Step 4 (hospitality)- Document

# Step 4 (sales)- Gain Agreement, Ask for the Commitment

- *Based on our conversation, would you agree that Asheville is a premier destination best able to meet your special event needs?*
- *Because we have all the accommodations and experiences you seek, may I have your credit card to secure your Asheville experience?*
- *Since I've demonstrated the incredible value you will get for your travel dollars, are you ready to sign the contract?*

**Mozart wasn't born a genius!**



***“Nobody can prevent  
you from choosing to  
be extraordinary.”***

***Fred 2.0, Mark Sanborn***



# Johnny the Bagger...

**“Extraordinary can be small.”**

<https://www.youtube.com/watch?v=IQIxLBqgFKc>

**Thank you very much!**

**Steve**

