

ASSESSMENT # 7

Total Marks: 30

1. Short Questions:

(15)

- i.** What is meant by 'smarter' selling?
 - ii.** Describe the idea of 'customer focused' selling.
 - iii.** Why are sales skills important for the hotel receptionist?

- 2.** Explain the steps you could take to build trust and credibility with customers, throughout the guest journey. **(7)**

- 3.** "Good goals should have SPIRIT" - Explain this goal-setting model and provide examples of several sales objectives for a hotel business that follow this framework. **(8)**