



## **Chapter 7 Outline**

Organizing the Sales Effort  
Personal Sales  
Telephone Sales  
The Importance of Interdepartmental  
Communication

## **Competencies**

1. Describe common sales tools and procedures used in hotel sales departments. (pp. 71–81)
2. Summarize three keys to personal selling. (pp. 81–85)
3. Summarize keys to telephone sales. (pp. 85–86)
4. Describe the importance of interdepartmental communication to the sales process. (p. 86)