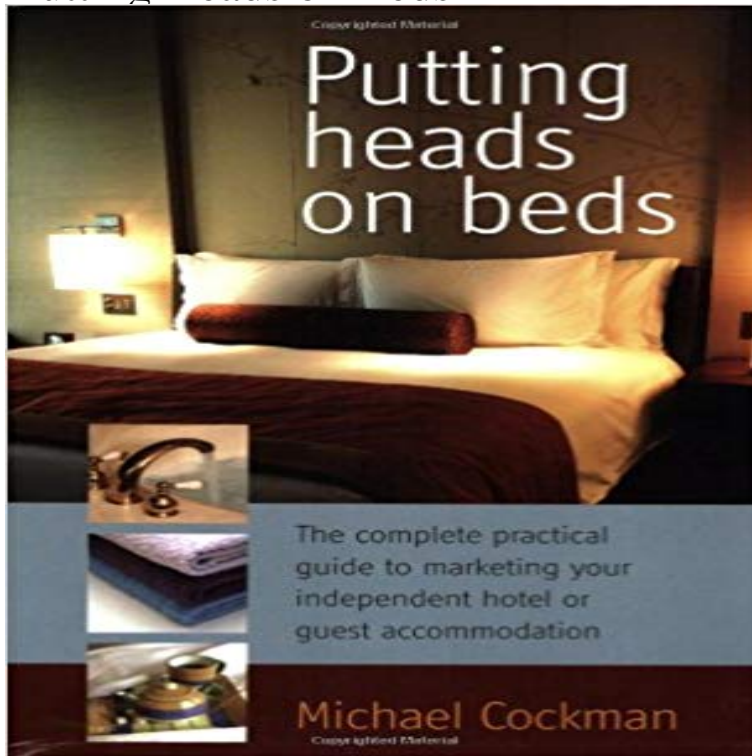


Putting Heads on Beds



Tells you what you need to know about making a success of your independent hotel or guest accommodation. This work helps you find out to: price your product for maximum profit; generate loads of free publicity; set up systems that make your life easier; open your mind to local revenue potential; and more. This book will tell you everything you need to know about making a success of your independent hotel or guest accommodation. It is an essential marketing guide for managers and owners and any sales specialist new to the hotel business. You'll find out to: price your product for maximum profit; generate loads of free publicity; set up systems that make your life easier; open your mind to local revenue potential; develop a product that fits a profitable niche; understand the importance of a consistent identity; make extra revenue through the internet; measure your level of guest satisfaction; make the most of your advertising and sales activities; make and use a marketing action plan; develop and empower a support team; and recruit and manage a sales specialist. AUTHOR BIOG: Michael Cockman is a hotel marketing specialist with long and worldwide experience. During a 25-year career he has coached managers and sales teams to achieve outstanding results. He believes passionately in the power of experiential learning and now coaches and mentors business owners and managers, using this book as a framework. Michael is based in Oxford.

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