



The Essential Hotel Sales and Catering Handbook Second Edition: Raising Revenue with Sound Negotiation (The Complete "How-To" book for Hospitality Professionals) Including 12 Negotiation Scenarios

Terry Thompson

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This book contains all of the important ingredients in effective negotiating strategies for sales and catering managers that were included in the first version, PLUS this second edition includes newly added Negotiation Scenarios for Role Playing for Sales Managers.

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