



Connecting with Customers: How to Sell, Service, and Market the Travel Product

Marc Mancini

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Entertaining and lively, this up-to-date book applies sales, service and marketing principles to all travel industry sectors. It explores the best ways to satisfy the travel needs of today's consumers *and* the marketing strategies that underlie selling and buying travel today. Chapter topics include Welcoming Customers and Determining Their Needs, Recommending Solutions and Addressing Concerns, Enhancing the Sale and Achieving an Agreement, and Serving the Travel Customer. For travel professionals.

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