

Hospitality Sales Solutions to train hotel professionals in China

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London, London, GBR, 2007-07-09 01:49:04 (IndiaPRwire.com)

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China's hotel industry is going currently through a massive expansion phase and there is a huge demand for trained professionals. Sinporo's current training team is composed of senior hoteliers and training specialists with courses to cover all areas of hospitality. From their base in Hainan in the south of the country, the Sinporo team covers most of China's main cities.

London-based HSSO has pooled its expertise in global sales and strategic sales development to produce a customised sales training programme for the new age hotelier. Unlike traditional sales training, the programme focuses on empowering the hospitality sales professional with a range of skills in sales operations and the use of technology for optimising revenue generation. HSSO will be able to provide Sinporo students with a unique dimension and a truly global approach to hospitality sales.

'It is indeed a great opportunity for us to work with one of the largest and most established hospitality training companies in China. The industry is growing incredibly fast in China and we are delighted to be a part of it through Sinporo. HSSO will work closely with Sinporo to meet the rapidly changing needs of today's hotelier in global sales and will provide an international perspective. In today's global environment, it is critical to stay on top of the technological advances and leverage its benefits on a day to day basis and it is in this area where Sinporo and HSSO have seen a strategic fit', said HSSO Director, Vineeth Purushothaman.

Visit www.sinporo.com and www.hospitalitysalessolutions.co.uk for more details.

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Hospitality Sales Solutions (HSSO) offers customised solutions to small and mid-sized hotel companies to enhance their sales reach and potential for revenue generation. As a specialist business based in the dynamic business hub of London, HSSO works actively with expanding hotel companies to access new European markets. HSSO also work to optimise internal sales processes and to introduce effective sales technology.

Vineeth Purushothaman, the Director at HSSO, has worked for over 15 years in the hotel industry, in all areas of sales and sales operations. His career has taken him to different parts of the world including Asia, the Middle East, Central Europe and the UK. Until May 2006, he headed Global Sales Development for Le Meridien hotels. Vineeth is an alumni of the acclaimed International School for

Hotel Management in Salzburg, Austria and the Institute of Hotel Management, Bangalore, India.

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You can also visit www.hospitalitysalesolutions.co.uk for more information.