



**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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*Terry Thompson*

**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

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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