



Worldwide Revenue Solutions Launches Hotel Sales Kit

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Worldwide Revenue Solutions (WRS), a hotel Internet marketing company, has co-developed and launched Hotel Sales Kit, an innovative online marketing tool that helps hotels manage their customer database to deliver interactive sales proposals, customer newsletters, eMail blasts, pre-arrival messages, post-departure correspondence, online surveys, and eCards.

HotelSalesKit.com allows sales and marketing professionals the ability to log into a single hub for online services and support, providing them effective resources and best practices that they may apply to their hotel. This application software product is designed to increase customer loyalty through personalized and interactive Internet marketing.

Combining extensive knowledge of hospitality industry and Internet trends, WRS has created a solution that optimizes customer interaction and allows hotels to embrace Travel 2.0 and vertical marketing trends with the click of a button.

Hotel Sales Kit consists of Customer Relationship Management (CRM) and Sales Management Tools. The CRM tool efficiently organizes email databases to address intended audiences with customized information. Hotel sales teams utilize the Sales Management Tools like the RFP and eProposal function to send pertinent meeting space and catering information to event planners with minimal input and effort - all integrated for maximum efficiency and quick turnaround times.

WRS, a Search Engine Optimization (SEO) and Marketing company in Dallas, Texas, was founded by Linda and Aziz Ghaffari in 2005. Linda is the former President of OwnerOptimizer for Felcor Lodging Trust. WRS is a privately-owned hospitality Internet marketing company developed as an online marketing partner working with hotels to optimize revenue from the Internet and brand resources.

WRS offers over 50 years of combined hospitality experience and a team of driven account managers backed by professionals dedicated to search engine optimization, social networking, search engine and tactical online marketing, content research and writing, website design and development, as well as Customer Relationship Management (CRM) execution. For more information on WRS and its services, please call 972-424-2200, e-mail info@wrsol.com or visit the website at www.wrsol.com.

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