

# **Amber Fox**

**National Director of Sales - Hospitality at Signature Worldwide**

Greensboro, GA, US

Keep 'em coming back for more with Signature Worldwide's hospitality industry consultant and business solutions expert

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As Signature Worldwide National Director of Sales with over 20 years of hospitality sales and marketing experience, Amber Anthony Fox is responsible for developing and maintaining relationships with hospitality organizations throughout the United States. She serves as a respected consultant to her hospitality clients, offering suggestions to increase revenue and improve guest loyalty through training and business solutions.

Prior to joining Signature Worldwide, Amber has held positions at hotel brand, management company and property levels. She has also worked as a director of sales and marketing, sales and marketing project manager, regional marketing manager, and sales manager in companies such as Accor, Impac Hotel Group, Sheraton, Westin and Intercontinental. Amber also served as a hotel account executive for Southern Marketing Services, an advertising agency in Hilton Head, South Carolina.

While in these positions, Amber successfully planned and implemented the marketing for new hotel openings, was a successful leader of sales people, helped under-performing properties increase revenue, and provided sales and marketing support to over 150 hotels. She also helped develop and manage a sales program for a new brand.

Amber holds a bachelor's degree in communication arts with an emphasis in public relations from Georgia Southern University. She currently serves as president on the board of the Hospitality Sales and Marketing Association International, Ohio Chapter. She is a frequent speaker and writer for many hospitality organizations and associations.

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Keynote, Moderator, Panelist, Workshop, Corporate Training

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Hospitality, Advertising/Marketing, Business Services, Corporate Leadership, Hotels and Resorts, Leisure / Recreation, Training and Development, Travel and Tourism, Corporate Training, Social Media

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Customer Experience, Reputation Management, Sales Strategy, Customer Service Best Practices, Social Media, Prospecting, Sales

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HSMAI

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## **10 Must Do's for Online Reviews**

People are talking online...can you hear them? Hotel guests are adding 21 new reviews on Trip Advisor every minute of every day and studies have shown your TripAdvisor ranking can have a serious impact on your online reservation conversion rate. This informative presentation will review how spending a few minutes a day managing review channels can insure you are taking maximum advantage of this channel.

## **Stop acting like a salesman because no one likes you!**

In this session, you will learn how to help people buy after you stop selling. Stop being a cliché and learn what questions to ask and what questions to avoid at all costs. Compel your customers to want to do business with you instead of feeling like it is a painful process they have to endure. Learn how to stand out right from the start and let your prospect know they have called the right place.

## **Negotiating and Closing Skills**

Learn what factors influence the negotiation process used in securing any reservation or group sale, including causes of resistance and communication styles, and how to adjust negotiation strategy accordingly.

- Establish credibility and rapport within the first minute of a customer interaction
- Maintain higher prices and offer alternatives
- Overcome issues, concerns and objections
- Ask for the business at the right time and in the right way

## **Traditional vs. Social Media Prospecting - Where is the profitable balance?**

This session focuses on prospecting in the digital age - without abandoning what has worked and continues to work in the offline world. Our goal is to get your sales pipeline overflowing with good prospects and opportunities. In this session you will learn:

- \* How to leave effective voicemails
- \* What gets your emails through spam filters and into the hands of your best prospects?
- \* Where is the most profitable balance between in person, telephone and social media or email prospecting?

## **Leading a Motivated Sales Team**

Being a leader in today's workforce is much more about influence than it is authority.

Learn specific strategies and tactics for keeping your team motivated, including:

- Setting meaningful and measurable goals
- Finding the right "carrot" in order to motivate change in behavior
- Improving teamwork by managing different generations and personalities
- Evaluating sales team progress and coaching for improvement
- Staying engaged in the sales process
- Offering recognition to reward behavior

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## **10 Must Do's for Online Reviews**

Wisconsin Lodging Conference & Trade Show

## **Traditional vs. Social Media Prospecting - Where is the profitable balance?**

Hoosier Hospitality Conference

## **Stop acting like a salesperson because no one likes you!**

Hoosier Hospitality Conference

## **Leading a Motivated Sales Team**

HSMAI Speaker Series

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### **Georgia Southern University**

Bachelor of Communications Public Relations

### **Georgia Southern University**

Bachelor of Science Communication Arts

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### **National Director of Sales (Hospitality) - Signature Worldwide**

Signature Worldwide is a leader in training employees to deliver legendary customer service while increasing sales. Since 1986, our unique methodology has provided a measurable ROI for our customers, compelling them to return year after year. Signature Worldwide helps you and your employees hone the relationship selling, customer service, leadership, and team building skills that will help you create not only satisfied customers, but Legendary Customer Experiences!

### **President - HSMAI Ohio**

The Hospitality Sales and Marketing Association (HSMAI) is a global organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for both hospitality and sales and marketing management disciplines, as well as connecting its members with customers.

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