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Best Western descriptors designed for customers

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- Be proactive; know your product

Get your frontline associates out of the room-rental mindset and into the business of knowing—and passing along—insider tips about your hotel and its services, and the local area and destinations.

BY DOUG KENNEDY | PRESIDENT, KENNEDY TRAINING NETWORK

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- Tweets, Twitter and training: What's the big deal?

How many times have you noticed audience members twittering away while you or your industry colleagues make or attend a presentation? Think about the pros and cons of spreading your message this way.

BY JOHN ELY | SVP, MARKETING, SIGNATURE WORLDWIDE

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