

About the Creator

Craig W. Cooley

Sales Spiral Syndrome™ (SSS) **An AI-Enhanced Hospitality Performance Framework**

Professional Background & Framework Origins

Professional Background

Craig W. Cooley is a hospitality marketing authority with more than three decades of experience spanning hospitality audit, operations, sales leadership, marketing strategy, and asset management. His career has included extensive operational and strategic involvement across multiple hospitality disciplines, providing a systems-level perspective on hotel performance and long-term asset viability.

Operational Perspective

Throughout his career, Craig observed that hospitality success and decline rarely emerge from isolated departmental performance alone. Instead, operational momentum is created through the interconnected alignment—or misalignment—between service execution, market positioning, leadership strategy, reinvestment decisions, and organizational culture.

Development of Sales Spiral Syndrome™ (SSS)

Through decades of operational observation and strategic analysis, Craig developed Sales Spiral Syndrome™ (SSS) as a unified hospitality performance framework designed to help owners, operators, investors, and hospitality leaders better understand the signals influencing long-term growth, operational decline, and asset value.

The AI Evolution of SSS

As Artificial Intelligence began transforming hospitality operations, analytics, and forecasting, the SSS framework evolved to incorporate AI-enhanced operational intelligence concepts focused on signal clarity, predictive insight, and systems-based decision-making. SSS positions AI not as a replacement for leadership, but as an intelligence enhancement layer operating within a disciplined strategic framework.

Signal vs. Noise

A core principle behind SSS is the belief that modern organizations do not primarily suffer from lack of information—they suffer from lack of clarity. Craig frequently describes SSS as a framework designed to help hospitality leadership separate meaningful operational signal from organizational noise.

Future Vision

Craig believes the future of hospitality leadership will increasingly depend upon integrated intelligence systems combining human operational experience, strategic interpretation, predictive analytics, and AI-enhanced insight. SSS was developed to help organizations navigate that future with greater clarity, alignment, and operational understanding.

Sales Spiral Syndrome™ (SSS)
AI creates data. SSS identifies the signal.

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