



*People in Progress,
Making a Difference*

Guests for Life! ... Hospitality Selling

The hospitality industry today is facing more challenges than ever before. The state of the world and the growing competition within this industry is driving the need for excellent sales strategy and implementation to maintain and grow your market share. This workshop is designed specifically to address the daily obstacles facing your sales organization when selling to Meeting Planners, Associations and Corporate Accounts. This consultative workshop will allow participants to learn the progressive skills necessary to be successful in this competitive environment. Through the use of real life examples, case studies and follow up activities, each participant will walk away with creative ideas and motivation to meet and achieve "the company's vision" and their "individual" goals.

Content Overview

- Communicating the Sales Direction
 - ▶ Sales as a competitive advantage
- Prospecting and Qualifying
 - ▶ Lead Generation
 - ▶ Mining your own database
 - ▶ Qualifying and gaining access
- Types of Sales
 - ▶ Reactive and Proactive accounts
 - ▶ Benefits and Risks to development of these accounts
- The Consultative Sales Process
 - ▶ Establishing Rapport
 - ▶ Determining Customer Needs
 - ▶ Presenting and differentiating your solution
 - ▶ Negotiating and closing the sale

Outcomes

Participants will learn how to:

- Prospect and Quality leads
- Understand how to develop reactive and proactive accounts
- Apply the consultative process to reactive and proactive accounts
- Differentiate their solutions
- Negotiate and close high margin business

Program Details

Session Length: 2 days

Number Of Participants: 8 - 20