



Course Outline

SALES ESSENTIALS

GOAL

To provide hospitality sales professionals with essential sales tools and best practices that will increase their effectiveness in the industry and allow them to generate more revenue for their properties.

COURSE DETAILS

Target Audience: Sales Managers, Sales Co-ordinators, Directors of Sales (new hires, new to the industry), General Managers (limited service properties)

Length of course: Available in one and two-day formats

Location: On-site / Regional

Delivery: Interactive format; including presentations, role-playing, group assignment and handout material.

Pre course exercises: To be completed prior to the training

OBJECTIVES

- To provide new hires (and those new to the hotel industry) with a strong sales foundation to be effective and successful in their sales position
- To give sales people the tools to generate more business for their properties
- Provide best practices to optimize all aspects of the sales process and to fully maximize account potential
- Increase motivation and overall performance of the sales team
- Provide tangible and valuable takeaways that are easily implemented

CONTENT OVERVIEW

Foundations of Selling

Know Your Product

- Know your property
- Know your brand
- Capitalize on available resources

Know Your Clients

- Client research
- Develop strategies by market segment
- Building relationships

Know Your Competition

- Know your competitive advantage by market segment
- Develop key strategies to move business from competitive set

Making Time for Sales

- Time management strategies to increase selling time

Optimizing the Sales Process

- Prospecting with a purpose
- Capitalizing on incoming inquiries
- Securing sales appointments
- Effectively managing accounts