



Course Outline

STRATEGIC SELLING

GOAL

To build upon attendees' existing sales skills and provide them with concepts and tools that will assist them in optimizing their sales efforts while increasing property's overall revenue.

COURSE DETAILS

Target Audience: Sales Managers, Directors of Sales, National Sales Managers, General Managers
Length of course: Available in one and two-day formats
Location: On-site / Regional
Delivery: Interactive format; including presentations, role-playing, group assignments and handout material
Pre course exercises: To be completed prior to the training

OBJECTIVES

- To provide a customer focused approach to selling that will increase attendees' success in building successful and profitable relationships.
- To provide effective concepts and 'best practices' to increase effectiveness and to generate more revenue to the property
- To provide tangible and valuable takeaways that can be easily implemented to increase performance

CONTENT OVERVIEW

Developing a Systematic Approach to Selling

- Qualifying Potential & Determining Client Needs
- Presenting Targeted Solutions
- Overcoming Objections
- Negotiation Techniques
- Closing the Sale

Market Segmentation

- Understanding Market Segmentation
- Developing Sales Strategies by Market Segment

Managing Corporate Accounts and the RFP Process

- Effectively managing the RFP process
- Increasing market share from existing preferred accounts
- Working with National Sales, Travel Managers and Travel Agencies

Key Account Management

- Development of a personal sales action plan
- Effectively executing the plan