

Welcome to Sales!

ONLINE LEARNING PROGRAMME



SELLING
SAVVY

A comprehensive programme designed specifically for new event and sales coordinators within hotels and venues.

34 Learnings across 10 Modules

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YOUR ROLE

1. What is Sales?
2. The Buying Cycle
3. The Buying Cycle Task

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THE EVENT INDUSTRY AND HOW IT WORKS

1. An introduction to agent, corporate and leisure bookers
2. Researching Current Clients Task
3. Sales Abbreviations

3

PACKAGES, PROFIT & CONVERSION

1. Packages and Allocations
2. Conversion: What is it, how do we calculate it and why is it important?
3. Packages, Profit and Conversion Task

4

PRODUCT KNOWLEDGE

1. The importance of product knowledge
2. Product Knowledge Task

5

ANALYSING THE COMPETITION

1. Why do we need to research our competitors and how does it affect how we sell?
2. What is a SWOT Competitor Analysis?
3. Competitor Analysis Task
4. Your Unique Selling Points Task

6

CLIENTS: RELATIONSHIPS & ESTABLISHING NEEDS

1. How do clients like to be sold to?
2. Phone etiquette / the importance on listening
3. When to use open questions and when to use closed questions
4. Manage expectations, and over deliver
5. Tailoring your proposals/pitch to your clients' needs
6. How to effectively follow up

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NEGOTIATION AND CLOSING

1. The difference between features and benefits of your product and service
2. Features and Benefits Task
3. What is Negotiation, Tradeables and Added Value?
4. What is closing and how do we do it?

8

KNOWING YOUR LIMITS

1. What are our limits and when/why should we walk away from business?
2. Qualifying and Strategy
3. Questions to go through with your manager task

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UPSELLING

1. How to Upsell Successfully
2. How to Upsell Successfully Task
3. Post event follow up and getting repeat business

10

WORKING WITH OTHER DEPARTMENTS

1. What are all the roles are in other departments and how they all affect your clients?
2. The importance of detail in Function Sheets
3. How do events actually run? Task

At your own pace, over 30 days

For a small investment of £149.00, this jam-packed programme will take your employee through everything they need to know about their role, prices and packages, negotiation and upselling, closing and other departments. The course includes videos, PDFs and tasks sprinkled throughout to keep your employee engaged, learning and empowered. After the programme, your team member will complete an Assessment to highlight which topics they are great at, and what they are struggling with.

Inclusions

- Printable Training Tracker for employee to date and sign
- All 34 sections split in to 10 modules
- 3 x Key Takeaway downloads per module
- Log-in available for 30 days
- Post-Programme Assessment
- Feedback from Selling Savvy to report any further support required

**CONTACT HELLO@SELLINGSAVVY.CO.UK OR 07746 843417
FOR QUESTIONS OR TO BOOK**