

TRANSFORMATIONAL TEAMS

LONDON VENUES 6-MONTH COURSE | APRIL 2022

IN-PERSON | RESULTS-DRIVEN | COST-EFFECTIVE | SHORT-BURST SESSIONS
ACCOUNTABILITY | IMMEDIATE IMPROVEMENTS | LEARN FROM INDUSTRY PEERS

Going through the sales process from before the enquiry comes through to getting repeat business after an event has happened, this 6-month course transforms London venue sales & events teams, their approach to sales and their true passion for winning business.

EMPOWERED
TEAMS

AUTHENTIC
CLIENT
RELATIONSHIPS

EFFECTIVE
SALESPEOPLE

STRATEGIC
DECISIONS



STRUCTURE & INCLUSIONS

- 5 tickets to each half-day monthly in-person workshop (not just for sales teams)
- Dedicated local Selling Savvy expert
- Virtual mid-month accountability sessions to ensure implementation of learnings, opportunity for Q&A and further support
- Opportunities to showcase your venue by hosting a workshop
- Regular best practice discussions and brainstorms amongst other London venues
- Opportunity to network with other London venues during refreshment breaks
- Monthly pre-recorded guest speakers covering additional topics

WORKSHOP 1: CATCHING UP, THEN OVERTAKING

25TH APRIL 2022

- How the sales team effects the whole business
- What has changed in the industry post-pandemic?
- Sustainability and Mental Health within the industry
- Overview of Consultative Selling
- How to adapt your sales mentality to current times
- The Buying Cycle
- How client's emotions change throughout the buying cycle and how this effects our conversations



Pre-recorded Guest Speaker: "Managing self-care and stress" by Gavin Percy, Balancing Edges



These skills contributed to me winning a contract over £100K during a course! I cannot recommend Selling Savvy more highly.

Lorna Hughes, Business Development Manager, Cue Media

WORKSHOP 2: QUALIFYING TO WIN

23RD MAY 2022

- Building rapport in-person, on the phone and via email
- How does the rapport effect the way you sell?
- What qualifying means and how to do it
- How qualifying effects the whole sales process
- Asking 'So what?' before any conversation (features and benefits)
- Competitors: Their role within your sales process



Pre-recorded Guest Speaker: "Successful relationships with Venues & Agents" by Ellis Salsby, Ellis Salsby

WORKSHOP 3: PROPOSALS THAT SELL, AND NEGOTIATING LIKE A BOSS

27TH JUNE 2022

- The importance of creative selling and what that looks like
- Creating proposals that convert
- Personalising all touchpoints
- Negotiation skills
- Overcoming objections
- Tradeables and Added Value

In-person session: Using LinkedIn to promote your venue and to build stronger rapport

WORKSHOP 4: RE-IMAGINING SHOWROUNDS

18TH JULY 2022

- Re-imagining your showround process
- Standing out from the crowd
- Appointments for success
- Pivoting to virtual where appropriate to stay ahead of the competition
- Following up with enquiries effectively



Pre-recorded Guest Speaker: "Creating a Successful and Effective Relationship between the Operations and Sales Teams" - Mathew Jayne, Unique Venues of Great Britain

From the unique set up and innovative training content, to the style and thoughtful way the training is delivered, I have to say it is the best training I have experienced, and I truly look forward to all the future courses.

Charlotte Brooker, Sales & Events Manager, Old Thorns Hotel

WORKSHOP 5: COLLECTING CONFIRMATIONS AND UP-EXPERIENCING

12TH SEPTEMBER 2022

- Upselling with the client in mind
- How to get others to cross-sell into your revenue stream
- Asking for the business
- Closing sales



In-person Guest Speaker: "How to get others to cross-sell into your revenue stream" by Caroline Cooper, Naturally Loyal



WORKSHOP 6: KNOWING HOW TO WOW

17TH OCTOBER 2022

- Post-event follow up
- What to do with feedback
- Getting repeat business
- Interdepartmental relationships
- Overall sales process: What can be improved?
- WOW Factors: what are they and why are they a game-changer

In-person session: Adapting your language to the type of booker (direct booker or venue finding agent)

Usual investment: £3,995.00

To support London venues post-pandemic, discounted price of £3,375.00