

TRANSFORMATIONAL TEAMS

4-MONTH COURSE STARTING JANUARY 2022

IN-PERSON | RESULTS-DRIVEN | COST-EFFECTIVE | SHORT-BURST SESSIONS
ACCOUNTABILITY | IMMEDIATE IMPROVEMENTS

Going through the sales process from before the enquiry comes through, to getting repeat business, this 4-month course transforms 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
- Opportunities to showcase your venue by hosting a workshop
- Regular best practice discussions and brainstorms amongst other local venues
- Opportunity to network with other local venues during refreshment breaks
- Monthly pre-recorded guest speakers
- Q&A and additional support during monthly Accountability Sessions

SURREY, HAMPSHIRE & BERKSHIRE

WORKSHOP 1: CATCHING UP, THEN OVERTAKING

27TH JANUARY, 9AM UNTIL 11.30AM AT BROOKLANDS HOTEL

- Ice breaker = Changing our attitudes
- An introduction to agent, corporate and leisure bookers and bookings
- Our clients booking journey
- How client's emotions change throughout the buying cycle and how this effects our conversations
- How the sales team effects the whole business
- What has changed in the industry over the last year?
- Overview of Consultative Selling



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



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

24TH FEBRUARY, 9AM UNTIL 11.30AM AT FOXHILLS COUNTRY CLUB

- *Ice breaker = Building rapport with everyone and anyone*
- *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*



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

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

31ST MARCH, 9AM UNTIL 11.30AM

- Creating proposals that convert
- Negotiation skills
- Overcoming objections
- Tradeables and Added Value



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

WORKSHOP 4: COLLECTING CONFIRMATIONS AND WOWING

28TH APRIL, 9AM UNTIL 11.30AM AT OLD THORNS HOTEL

- *Asking for the business*
- *Closing sales*
- *Following up and getting repeat business*
- *Overall sales process: What can be improved?*
- *WOW Factors: what are they and why are they a game-changer*



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