

# TRANSFORMATIONAL TEAMS

## LONDON HOTELS 6-MONTH COURSE | JUNE 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 hotel 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 hotel by hosting a workshop
- Regular best practice discussions and brainstorms amongst other London hotels
- Opportunity to network with other London hotels during refreshment breaks
- Monthly pre-recorded guest speakers covering additional topics

# WORKSHOP 1: CATCHING UP, THEN OVERTAKING

9TH JUNE 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

7TH JULY 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

8TH SEPTEMBER 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

6TH OCTOBER 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

3RD NOVEMBER 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

24TH NOVEMBER 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 hotel finding agent)**

**Usual investment: £3,995.00**

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