

Presents
Hotel Sales Quest

A CONTEMPORARY PROGRAM FOR THE JOURNEY TO HOTEL SALES EXCELLENCE

Do you believe that the hotel sales excellence is an ongoing journey, and that your hotel sales team can close even more business next month than they did this month? If so this hotel sales training workshop is a must-do for your hotel sales team. Using the "Hotel Sales Cycle of Service" model, participants gain exposure to best practices that will make it easy to stand out from the competition and close more business both from incoming leads and diligent prospecting efforts.



After receiving input on the client hotel's training needs, the workshop content is adjusted to focus on any or all of the following sales strategies and tactics.

Trends that have affected buyer behavior and what hotel sales staff need to do to adapt. Too much information. Conflicting reviews. Electronic RFP processes that have created "lead fatigue."

Review of each stop on the hotel sales cycle. Initial inquiry. Salesperson availability. Telephone hospitality excellence. Using the language of hospitality. Listening interactively, with empathy. Using an investigative selling approach to uncover "the story" behind the group or function.

Proposal, contract and correspondence. Presenting relevant benefits. Using the Hotel Value Pyramid sales model. Using descriptions that allure and entice more so than informing and notifying. Needs-based suggestions, recommendations and endorsements.

Follow-up. Using precise follow-up techniques to build credibility. Uncovering and overcoming objections during the follow-up phase. Contemporary and creative ways to stand out from the competition during the follow-up phase.

Closing the Sale. Techniques for getting planners to commit. Creating urgency and overcoming objections.

Long-term follow-up. Prospecting for other business from the same contact. Asking for referrals. Tracing the contact for follow-up on future events that reoccur. Connecting and staying in touch via social media.

Prospecting and "Warm Calling." Establishing a disciplined routine and systematic process for prospecting on a daily basis. Harnessing the latest technology for "warm calling" and turning prospects into suspects. Making "gatekeepers" into heroes. Creating your "30 second commercial."

This workshop is targeted for all hotel sales staff and managers.

This workshop is presented in either a full-day or half-day format. The ideal group size is 5 to 25 participants.



This workshop is facilitated by

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