

# Kennedy Training Network

## Cooking UP New Sales!

*A "Cookbook" For Generating New Sales With Ingredients Already On Hand*

Do you believe that the hotel sales excellence is an ongoing journey, and that your sales team can close even more business next month than they did this month? If so this workshop is a must-do for your sales team. Using cooking and fine dining analogies as an alternative way to explore long-proven sales fundamentals, Doug Kennedy will share sales training tips for actualizing your full potential each day. This session covers:

- Discover your "recipe" for success.
  - o "Raise your own bar" in goal setting.
  - o Be an expert at knowing "the product."
  - o Understand and practice *Situational Sensitivity*.
- Use the appropriate cooking utensil for the cooking task at hand.
  - o Exploration and use of any/all available sales follow-up tools.
  - o Personalized newsletters.
  - o Social networking with current and past clients.
- Keep a measuring cup and thermometer handy.
  - o Measure, measure, measure!
  - o Maximize use of your tracking systems for suspects, prospects, and clients.
  - o Implement tracking systems for inbound leads, referrals, and outbound initiatives.
- Have fun while you sweat it out in the kitchen.
  - o Bringing out the best in others brings out the best in ourselves.
  - o Personalize every interaction whether in person, via voice mail, or via e-mail.
- Find out what the people you are cooking for want to eat.
  - o Listen interactively to find out where the prospect is at in their emotionally-based buying decision. (Like a good waiter at a gourmet restaurant.)
  - o Use investigative questions to find out "the story" behind the prospect's plans.
- Spice-up the menu descriptions!
  - o Use descriptions of "the product" that allure and entice through the use of visually and emotionally descriptive language, versus listing, informing, and notifying them of the facts.
  - o Provide personal recommendations, suggestions, and endorsements to help the client decide what to "order up" in a vacation home and/or real estate investment.
  - o Use endorsements to reinforce that they have made a good menu choice.

- Adjust the "menu" to meet all dietary needs and preferences.
  - o Cook-up all reasonable "special order requests" when there are needs or concerns.
  - o Overcoming barriers and finding middle ground during the negotiation process.
- Present the check with a smile.
  - o No one expects to eat for free!
  - o Closing the sale benefits everyone, including and especially the buyer.
- Serving up a sweet tasting dessert.
  - o Providing a little something "extra" for every client we encounter; extend and appropriate and simple gesture or action to go just a little further than what was required or requested.