



Successful Conference and Banqueting Sales

To book a course: Call 07799 767 326 Email info@ifh-worldwide.co.uk Web www.ifh-worldwide.co.uk



Increased revenues through professional MICE sales and the application of profit-oriented selling techniques.

IFH® Specialist Training

This training is for Meeting and Event Managers, their assistants and members of the Conference and Banqueting Sales team.

Seminar Goals

Participants will learn the key quality factors to create a professional call flow with their customers. They will be introduced to new effective questioning techniques that will help to identify various sales opportunities during an inquiry on the phone. They will be able to sell additional services using easily applicable selling techniques. After the training they will be able to handle customer objections professionally creating a positive impression as well as increasing success in sales, thus enhancing customer loyalty to the hotel.

**DURATION:
2 DAYS**

**START AND
FINISH TIMES:**

**DAY 1
10.00 - 18.00**

**DAY 2
9.00 - 17.00**

Seminar Topics

- Key factors for a professional call
- Key criteria ensuring the quality and the sales impact
- Defining the correct call flow and call phases
- Question techniques to obtain key inquiry information
- The rational and emotional fundamentals of selling
- The key steps to selling successfully
- Professional selling techniques and effective handling of customer objections
- Utilising customer needs and benefits in the selling process
- The professional hotel introduction over the phone
- Optimising revenue through selling packages and add-on services
- Up selling techniques for daily delegate packages
- Defining benefit statements and communicating it to the customer
- Justifying room rental and set up charges
- Confidently leading and winning price negotiations
- Phrasing requests for deposit payments and special conditions
- Techniques for successfully closing the sale
- Application of positive phrasing when taking requests
- Practice through role plays and feedback using telephone recordings