

Showround Skills Workshop

Introduction

This is a popular workshop covering the complete **showround journey**; From making the appointment, preparation and planning, collaborating with team members, meet & greet and establishing needs; to the actual showround, touching on negotiation and closing skills, concluding with the follow up to convert.

Your team member will gain the knowledge and skills to confidently plan, prepare and deliver an interesting and informative showround of your venue which is tailored to their client's needs.

They will also have the opportunity to participate in a 'Questions & Answers' session with a Hotel Booking Agent to help understand the needs of an Agent and their client at this crucial stage of the booking.

Objectives:

By the end of the workshop your team member will be able to ...

- ✓ **Plan and prepare** for a successful showround by appointment OR a walk in
- ✓ Conduct showrounds to give you **the edge against your competitors**
- ✓ Understand **how to work with a Hotel Booking Agent** when a showround has been booked
- ✓ Identify your **client's buying criteria**
- ✓ Present your venue, using **features & benefits**, in line with their criteria
- ✓ **Negotiate** on a face to face basis
- ✓ **Handle 'objections'** with a positive outcome
- ✓ **Engage and involve** your operational team to help maximise conversion

How this workshop will benefit our business:

- ✓ Greater confidence from your team when showing around potential new clients
- ✓ Slick and professional showround centred around the client's needs
- ✓ Increase in the overall conversion of enquiries
- ✓ Improve communication and build positive relationships between departments – all working towards the same goal

Key areas that will be covered:

- ✓ **Preparation** – Research, link up, qualify before arrival, invites, welcome & first impressions, creating WOW!
- ✓ **Genuine Interest** – Questioning Skills / Conversational Questioning
- ✓ **Showround** – Route to mirror needs, each from a stage set – personalise to your client, features v benefits - use of WOW words, proactive use of ipad
- ✓ **Negotiation Skills** – Offering a choice, close, handling objections, adding value, trading currencies

Who should attend?

This one- day workshop has been designed for any Sales, Front of House, Meetings & Events, Duty Managers, General Managers

The facilitators on the day will be:

Jo Woods & Sarah Brickwood

Jo is an experienced consultant who has worked in all aspects of Front of House, and Meetings and Events Sales and Revenue Management for over 30 years.

“My passion lies in Revenue Management for Meetings & Events and during the last 15 years of my career I have been involved in national training and management companies throughout the UK.”

“The way I approach my work is fun and interactive and completely focused on coaching and developing individuals and teams to manage their ‘space’ more profitably.”



An award-winning Learning and Development professional with 20 years in the Hospitality and Leisure Industry and experience within Reception, Reservations and Sales.

“Having worked in national training and support management roles for two large UK hotel chains and managing training teams, this led to setting up my own training business in 2008.”

“I love working with hospitality businesses to support them to achieve their goals and enjoy building relationships with team members at all levels. The best part of my job is spending time with an individual team member, a team or a business and seeing the difference it makes once they have built the skills and confidence to deliver.”

BOOK NOW

Places available at £199.00 per delegate