

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 guest speaker: Paula Kelsey from Cloud 9 Event Management Ltd and Chair of the [Alliance of Independent Event Agencies](#)** to help understand the needs of an Agent and their client at this crucial stage of the booking.



Paula Kelsey

Cloud 9 Event Management Ltd was established in 2003 and is based in the East Midlands. The company has extensive experience in the worldwide delivery of exceptional client events. With a small team, its business covers four key areas which include venue finding, event project management and logistics, client event marketing and support and the successful delivery of award ceremonies. Cloud 9 is one of the founding members of the AIEA, and MD Paula Kelsey is the Chair of the Alliance for the next two years. Paula also sits on the board for the Independent Awards Council, which is an initiative to ensure best practice of all awards ceremonies globally. She is often asked to speak at industry events, acts as a consultant for a variety of organisations and is a regular contributor to industry magazines.

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:



Rose McDonald



Jo Woods

The [Smart Training Company](#) are a team of genuinely passionate Learning and Development specialists with extensive experience in the Hospitality Industry; from Front of House and Food & Beverage, to Meetings & Events and Sales.

The support we offer is designed and developed to extend from ‘your workshop to your workplace.’ Our unique approach will take your team on a learning journey to guarantee success in the long term giving you the best *Return on Investment (ROI)* for your organisation.

Rose and Jo your trainers for this workshop, have known each other and worked together for nearly 25 years, even living together for a stint whilst both working in Watford in addition to regular visits to music festivals and gigs!

Their careers both developed in to Meetings & Events (M&E) and Sales for 2 large corporate hotel groups, large independent venues (including conference, sports and academic), where their paths regularly crossed, and friendship flourished after working on many projects together.

Both Rose and Jo have run successful consulting businesses, regularly collaborating, coaching and training in revenue management, sales & marketing from both a proactive and strategic stand point.

All their workshops have been specifically written around independent hotels and venues, so they are as relevant as can be so once back in venues, attendees can quickly enhance and implement changes to the benefit of their M&E businesses. Find out more [here](#)