

SALES EXCELLENCE

FOR VISITOR INFORMATION COUNSELLORS

OBJECTIVE

- To develop client-relation skills and the fundamentals for being a sales professional in the tourism and hospitality industry

WHO SHOULD ATTEND

- Front-line employees
- Supervisors
- Managers

SESSION DETAILS

- Half day session - 3.5 hrs
- Between 10-25 participants
- Interactive format
- Take-away resource guide and job-aid

BENEFITS TO BUSINESS

- Helps create a consistent sales standard within your organization
- Provides visitor information counsellors with tools and techniques to build customer relations and ensure visitor satisfaction

PROGRAM AT A GLANCE

Benefits of a Sales Culture

Explore the benefits of providing sales excellence to the visitor, to the region and to you – the Visitor Information Counsellor

The Sales Process

Develop skills to uncover visitors needs through effective questioning

Learn the role that “features and benefits” play in selling

Practise how to match the visitors needs to the right product

Explore techniques to overcome visitor uncertainty

Participate in the 5 step sales process and learn how to provide sales excellence with every visitor interaction

Sales Excellence during Peak Periods

Learn strategies to help you deliver sales excellence during peak traffic periods