

Successful Showrounds

A consistent and professional approach to showing potential clients your facilities is an essential element of the sales process. They could well make their decision based on this visit.

Objectives

Our printed and web based information about our bedrooms, meeting rooms, catering and other

facilities can only interest and encourage a potential client. Sometimes they may have requirements that are best discussed on site. If they decide to visit the venue then a successful

showround and their perception that you can and will meet their needs is often the final element

in their decision to place their business with your institution.

Content

- preparing for a showround
 - body language
 - the four stages
 - introduction
- identify needs
link product to needs
close the sale
- handling objections

This practical and participative seminar focuses on these key stages of a showround and includes much helpful advice using presentations, group discussions and exercises.

Presenter

Monica Moynihan has had an extremely successful career with international hotel groups, initially specialising in accommodation management before moving into a corporate training and development role. She is now a director of Progressive Training Ltd and has presented a number of very successful seminars and workshops for UoS. She specialises in delivering sales, negotiating, yield and project management programmes for clients throughout the hospitality industry.

Participants

This workshop is for anyone with responsibility for meeting potential clients on site, demonstrating what your facility has to offer and concluding with a successful outcome that will lead to a contract. It will be particularly useful to front line sales staff working in conference and events offices, including both those who have recently started and those with more experience.

Date and Venue

Wednesday 25 February 2009; registration is from 0915. The workshop starts at 0945 and ends by 1530. It will be held at Holywell Park, which is imago's corporate, non-residential training centre at Loughborough University. It is close to junction 23 of the M1 and also easily reached from Loughborough railway station. Full location and access details will be sent to participants. There is more information at www.welcometoimago.com.

Fee

The fee for this non-residential seminar is £195.00 plus vat, which includes seminar materials, training costs, refreshments and lunch. If you require overnight accommodation it can be booked directly at the university's nearby Burleigh Court conference centre, subject to availability, by calling the imago sales office on 0845 036 4624. A single en-suite lodge room is £59.00 room only; full English breakfast is £14.00. A main building double or twin is £107.00 for bed and breakfast. All prices include vat. Please settle overnight accommodation charges directly with the university. There are two Travelodges six miles away at junctions 22 and 23a of M1, www.travelodge.co.uk. There is a Premier Inn ten miles away at the A42/A512 junction at Ashby De La Zouch, www.premierinn.com.

To make a workshop reservation please go back to our booking form which may be completed on-line or off-line. May we respectfully draw your attention to the UoS business terms, which are on the seminars page of our web site and on the booking form?