



## **‘Maximising Sales Conversion from Show Rounds’**

**Wednesday 14 October 2015**

**Board Room**

**Imperial College**

**58 Prince’s Gate, Kensington**

**London**

**10:00AM – 4:00PM**

**£295 +VAT**

### **Why should you attend?**

A show round is an opportunity to differentiate yourself from the potential competition and to convert real revenue. It is a great chance to demonstrate to your prospective client how your venue specifically meets their needs.

If you think about the average value to your venue of each of the types of events you cater for, such as meetings, exhibitions, conferences, weddings and social events then you can see the potential value of each show round in terms of revenue.

### **Who should attend?**

This seminar is designed and has been developed for sales and conference teams within Higher Education. Staff who conduct show rounds and seek to convert the business.

### **What are the aims of the training session?**

The key aim of this session is to enable participants to audit their current standards for conducting a show round, with a view to taking action to enhance their standards of performance. Essentially, so that they can consistently offer prospective clients ‘WOW’ show rounds that meet the prospective client need and differentiate their venue from the competition, which in turn enables them to convert the business.

### **What will we get out of the day?**

At the end of the training, delegates will be able to:

- Put the show round in a business context
- Prepare for a show round part 1 - The Client
- Prepare for a show round part 2 – Your Venue
- Maximise a show round with a WOW first impression and a great ending
- Effectively follow up their show rounds
- Measure show round conversion

## How do we book on this course?

Online bookings can be made at the UHS website [www.universityhospitality.co.uk/seminars](http://www.universityhospitality.co.uk/seminars). Please submit your booking by Friday 2 October. Alternatively, please contact Lynn Kenny at [information@universityhospitality.co.uk](mailto:information@universityhospitality.co.uk) or call 0114 222 8983.

## Trainer



This training is being led by Martin Pepper (Fellow of the Institute of Sales and Marketing FInstSMM) the Managing Director of Maxima Training & Development. Martin has held Senior Management positions in the airline and hospitality industries and was Director of Sales Training for Forte Hotels before founding Maxima in 1995.

Martin has been made a Fellow of the Institute of Sales and Marketing in recognition of his outstanding contribution in developing sales people in the hospitality industry. Martin is a sought after conference speaker on a range of subjects related to developing people to develop business.

Martin is a qualified trainer and coach through the CIPD and is a licensed Insights Discovery Practitioner. A lifelong learner, Martin has resisted the temptation to complete a PHD on the basis that no one would take a Doctor Pepper seriously! More information can be found at [www.maximatraining.com](http://www.maximatraining.com)

## The Venue

This training event will be held at The Strand Building, Kings College in London, WC2R 2LS. More information on the venue is available at:

<http://www.kcl.ac.uk/virtualtour/strandcampus/strandcampuskingsbuildingfoyer.aspx>

## Timings

Registration will be from 9.30 am with the seminar commencing promptly at 10.00 am.

The training day will then conclude at 4:00PM.