

What you need to know before Selling Meetings & Conferences!

Does your team understand the different needs of PCO's & DMC's ?

How effective are your representatives in:

- Showcasing your USP's?
- Selling benefits rather than features?
- Addressing resistance?
- Asking for the sale?
- Negotiating on standards, value and price?
- Following up enquiries & capturing why bookings did not materialise for future planning & strategy?
- Reviewing customer satisfaction post event for future improvement?



If you are unsure about your answers to the above, it is likely your business is not performing optimally

Fáilte Ireland is facilitating a **2 day workshop** on Conference Selling, to help you increase your business in this area.

Developed for **Hotel General Managers & Senior Sales Executives** - this workshop is vital for key decision makers in driving Conference, Meetings, Sales & Business **Tourism** Opportunities

Duration: March 22 & April 5

Time: 9.30am to 5.00pm

Cost: €100.00 per person
(€150 for 2- GM & Sales Manager)
Cost Includes Lunch, Course Materials & support in developing your Business Action Plan

Venue: Dublin City Centre TBC



Topics include:

Day 1

- The world of conferences and meetings, how it works & what buyers want
- Changing Markets & how we must respond
- Objectivity, creativity & flexibility in planning, positioning and communicating your offering
- Analysing and critiquing your conference & meeting business offerings

Day 2

- Your Strategy & Business Plan to grow Conference Sales
- The requirements of businesses to service the needs of International Business Tourism
- Fáilte Ireland Supports for Business Tourism

To Book: E management.development@failteireland.ie or T 01 8847749