



SUPPORT — STIMULATE — CHALLENGE — DEVELOP — GROW

Fáilte Ireland Sales Academy

The Fáilte Ireland International Sales Management
& Sales Excellence Programmes

In collaboration with Cornell University



School of Hotel Administration

SALES ACADEMY

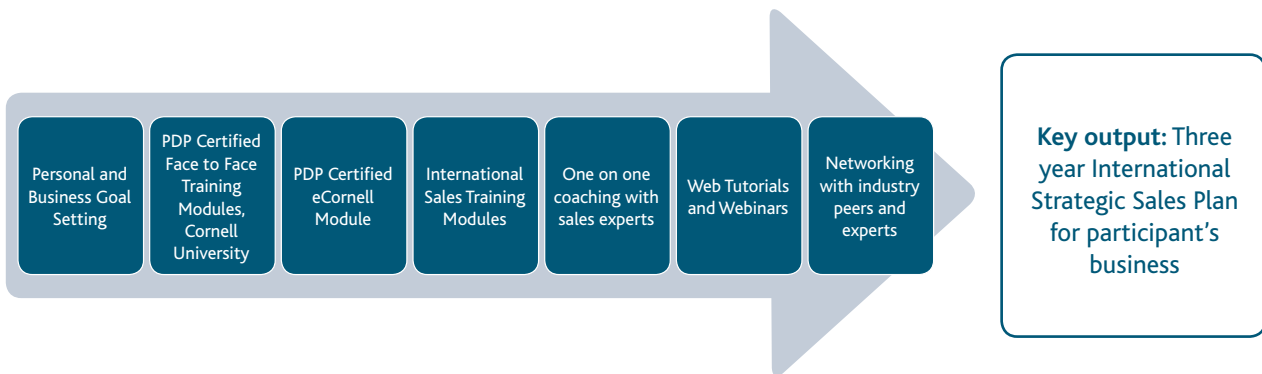


Fáilte Ireland
National Tourism Development Authority



Fáilte Ireland is now enrolling for their new series of Sales Academy Programmes. Launched in February 2015, the Sales Academy has had 54 graduates from its International Sales Management and Sales Excellence programmes. In 2016, 19 of these graduates will also receive full Professional Development Programme Certification from the world's leading pioneer of hospitality business education - Cornell University.

The Programme at a Glance



Overview of Sales Academy Programmes

Encompassing decades of experience in sales and the tourism sector, Sales Academy Programmes have been developed by an expert panel. The programme content and learning materials have been tailored specifically for the tourism sector and are practical, relevant and immediately applicable. On-going module assessment is work-specific, will benefit the employer directly, and deliver a strategic sales and marketing plan for the business. The configuration of the programme reflects best-practice learning and exposure to leading-edge thinking, delivered by international experts. Programme completion will enable tourism sales professionals to deliver and drive sales towards increased targets. Prior to the programme, participants will meet with a coach to set business and personal goals for achievement throughout their participation on the programme.

Testimonials

“ I have been working in the Irish tourism industry for more years than I care to remember. What particularly attracted me to the course was that unlike other sales management courses, this course had a particular tourism and hospitality focus. My experience so far has been excellent.

I personally find the course very beneficial and commend Fáilte Ireland for the work they have done in putting it all together. The course covers all aspects of tourism sales and in addition to providing the building blocks for developing a strategic sales plan, it has provided me with tools to become a more effective sales manager. The course is delivered by real experts with proven track records in their respective fields including digital sales, revenue management, B2B sales, MICE sales, leadership and motivation, to name but a few of the subjects covered. Another positive aspect of the training is meeting and learning from other industry peers. I can't recommend it highly enough.

**Fiona Herald – Business Development Manager
Guinness Storehouse**

“ I attended the Fáilte Ireland Sales Academy Management Programme in association with Cornell University in 2015. I have found it to have been a tremendous benefit for The Limerick Strand Hotel. The expertise of the trainers in their respective fields is exceptional and the link to Cornell is a big plus. The biggest opportunity however, is learning from your colleagues, who are also attending the programme, as we all have great ideas in our own properties that can be adapted for other hotels. I can highly recommend this course to any General Manager or Sales Manager. It will bring a terrific boost to your business as soon as the learnings are implemented back in your property.”

**Sean Lally – General Manager
The Limerick Strand Hotel**

Cornell University



Fáilte Ireland has partnered with Cornell University, the world leader in providing management development programmes in the hospitality sector. Cornell University is an Ivy League College and their Professional Development Program (PDP) in Strategic Hospitality Management has been a key attractor to our International Sales Management graduates. PDP provides lifelong learning opportunities necessary to advance business and personal success. As part of the International Sales Management Programme participants will attend two 3-day Cornell modules here in Ireland and one 3-day module

at Cornell University in Ithaca, New York. The fourth Cornell module is delivered online by eCornell, allowing participants the flexibility to complete this module in their own time. Those completing the Sales Excellence Programme can avail of one Cornell module and advance and participate in all Cornell modules, if they wish to do so.

What Will Participants Get From the Programmes?

- ▶ Full PDP Certification from Cornell University (International Sales Management participants)
- ▶ Certified Cornell University Modules (Sales Excellence participants)
- ▶ Networking with industry experts and other senior managers in the industry
- ▶ A strategic sales and marketing plan with set targets for the business
- ▶ Personal and business goal planning via one to one coaching.
- ▶ Personal sales techniques to help excel as tourism sales professionals
- ▶ New ways to maximise the customer mix to meet the business' revenue and growth goals
- ▶ Techniques to develop and manage a strategic digital sales strategy that delivers on-going online sales
- ▶ New tools to deliver on a proactive, strategic and dynamic approach to sales planning, tracking and reporting
- ▶ The core skills needed to understand, motivate and lead those whom the participant manages through the sales process.



How to Apply

To help participants decide on which programme best suits them, a Sales Skills barometer must be accessed on the Business Development section of www.failteireland.ie/salesacademy. Please allow 30 minutes to complete the barometer. On completion the applicant will be contacted immediately to assess the level best suited to them.

Modules & Dates

Fáilte Ireland has scheduled two options for commencement of their new programme series. Whether the applicant is interested in the International Sales Management Programme or the Sales Excellence Programme, they will commence this year with their respective group on either of the following schedules:

Option 1

Module No.	Module Name	Location	Times	Dates (2016-2017)
1	Leadership and Motivation, Cornell University	IMI, Dublin	11am – 6pm	Mon. 10th Oct.
			9am – 5pm	Tues. 11th Oct
			8am – 3pm	Wed. 12th Oct.
2	Strategic International Sales	Galway	8am – 6pm	Tues. 15th Nov
			8am – 6pm	Wed. 16th Nov.
			8am – 1pm	Thurs. 17th Nov.
3	Strategic Sales Planning	Cork	11am – 6pm	Tues. 17th Jan.
			9am – 5pm	Wed. 18th Jan.
			8am – 3pm	Thurs. 19th Jan.

Option 2

Module No.	Module Name	Location	Times	Dates (2016-2017)
1	Leadership and Motivation, Cornell University	IMI, Dublin	11am – 6pm	Mon. 10th Oct
			9am – 5pm	Tues. 11th Oct
			8am – 3pm	Wed. 12th Oct.
2	Strategic International Sales	Cork	11am – 6pm	Tues. 22nd Nov.
			9am – 5pm	Wed. 23rd Nov.
			8am – 3pm	Thurs. 24th Nov.
3	Strategic Sales Planning	Dublin	11am – 6pm	Tues. 24th Jan.
			9am – 5pm	Wed. 25th Jan.
			8am – 3pm	Thurs. 26th Jan.

Cost per participant: On Application

International Sales Management Participants

Participants who start the International Sales Management Programme in autumn 2016 will complete Strategic Sales Planning in November 2017. To receive full PDP Certification from Cornell University participants must complete four Cornell Modules. Therefore those who start in autumn 2016 and complete Leadership and Motivation in October will choose three of the following modules in 2017

Module No.	Module Name	Location	Times	Dates (2017)
1	Strategic Hospitality Management	Dublin	11am – 6pm	Tues. 28th March
			9am – 5pm	Wed. 29th March
			8am – 3pm	Thurs. 30th March
2	Innovation and Change Management	Cornell University, Ithaca	11am – 6pm	Mon. 8th May
			9am – 5pm	Tues. 9th May
			8am – 3pm	Wed. 10th May
3	Demand Management and New Media	Dublin	11am – 6pm	Tues. 10th Oct
			9am – 5pm	Wed. 11th Oct
			8am – 3pm	Thurs. 12th Oct
4	New Media Marketing for the Hospitality Professional	Online	Own time	Online from March 2017 to March 2018
5	Strategic Sales Planning	Dublin	11am – 6pm	November 2017
			9am – 5pm	
			8am – 3pm	

Key Contact for Further Information

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