

# VENUE BOOT CAMP

## GET FIT FOR SALES

### 'How to increase sales for your venue'

Venue Boot Camp is ready to get your team fit for sales!

We are delighted to offer you a specially designed programme to develop your team and increase sales into your venue. Our 'boot camp' focuses on developing new skills, enhancing current sales skills and networking with others in the industry.

This programme has already successfully been used to enhance other venue sales teams to increase their conversion rates and ultimately grow the return of sales into their venues.

We arrange the training sessions for no more than eight people at one time to ensure each attendee gets individual feedback through the session. An individual activity plan will then be produced at the end of the session and followed up with a one-to-one appointment with the trainer within a month of the initial session.

The course is targeted at staff already handling enquiries in a reactive or proactive role, and through the group sessions and one-to-one mentoring, we will develop their confidence and ability to convert more business.

### The course focuses on the key areas in developing sales:

- Information gathering
- Rapport building
- Understanding your client's needs
- Closing the sale

### Course Agenda

<b>8.30am</b>	Registration and tea and coffee Networking with other delegates
<b>9am</b>	Introductions and discussion of the course including in setting individual objectives for the day
<b>Morning Session</b>	
<b>First impressions count</b>	Making an impact over the telephone - The importance and opportunities we have from the very first contact with the client
<b>Information</b>	The key to unlocking your client - Focusing on what information we are collecting and why this is important in the sales process
<b>Getting the client's commitment to buy</b>	Using open questions and other techniques to understand what the clients thoughts are, overcome objections and move the client forward
<b>Afternoon Session</b>	
<b>In front of the client</b>	Your best opportunity to sell - Site visits and face to face meetings with clients
<b>Getting the sale</b>	Closing techniques and discussion on tried and tested methods
<b>Building rapport</b>	The key to being a great sales person
<b>Review of the session</b>	individual activity plans written to take back into the business.
<b>4.30pm</b>	Session should finish

## Further Information

The next available date for this training session is:

All training sessions take place at **Gibson Hall, 13 Bishopsgate, London. EC2N 3BA**

Although we would like to offer you this course completely free of charge, there are a number of costs that we need to cover and so we are asking for **£50.00 + vat per attendee.**

We will be providing refreshments throughout the day and a light lunch so please let us know if you have any special dietary requirements.

## Confirmation Form

To confirm your spaces simply fill out the form below and fax or post back to us.

Attendee	Company	Job Title	Contact Email	Contact Number
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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## Invoicing Details

please note that the invoice will be raised from Crown Group (UK) Ltd

For attention of:

Contact telephone:

Contact email:

Company:

Address:



\*Payment - Once we have received this form with signature, your place(s) will be confirmed and invoice raised. Cancellation after receipt of this form will be 100% cancellation fee