

SELLING TO THE CORPORATE MEETINGS AND INCENTIVES MARKETS

QUALITY SALES TECHNIQUES

Friday, 10 – Saturday, 11 July 2009,

Metropole Hotel, Phuket

OBJECTIVE

The Thailand Incentive and Convention Association (TICA) is pleased to announce that it will organize a 2-day programme “**Selling to the Corporate Meetings and Incentives Markets – Quality Sales Techniques**” on Friday, 10 and Saturday, 11 July 2009 at The Metropole Hotel, Phuket. This is a new programme, and specially addresses the need for enhanced sales techniques in a competitive market situation.

FOR WHOM

This training program is specially designed for SALES TEAMS responsible for sales in the CORPORATE MEETINGS AND INCENTIVES MARKETS. Entry level is recommended as a minimum of 1 year experience in sales.

PROPOSED TOPICS

Session 1

Macro Dynamics – Selling to the Corporate Market

- Challenges to Selling to the Corporate Market
- Understanding your clients
- Understanding your competitors
- Understanding your product – Features and Benefits
- Creating your competitive edge

Session 2

Leads Generation

Prospecting

Database Management

Session 3

Effective Telephone Sales Techniques (especially related to Hotel Sales)

- Importance of a Telephone Sales Script
- Asking the Right Questions
- Making a good impression over the phone
- Capturing information during a telesales call

Session 4

Planning the Sales Visit

- How to plan for more effective sales visits
- Giving a good impression during the sales visits
- Your sales tools
- Capturing important information
- Techniques of up-selling/cross selling

This session will be followed by an exercise on Role Play

Session 5

Towards Higher Sales Productivity

- The Request for Proposal – what organizers expect
- Putting the WOW in your proposal
- Overcoming the time factor
- Planning for a Site Inspection – Towards greater creativity and professionalism
- Techniques to close sale
- The Sales Contract
- Effective communications during the sales process
- Preparing for a proper handover
- The client feedback

The 5-session programme will include training games that enhance creative thinking, effective listening skills, and motivation skills. The programme will be in English. Where necessary, questions and answers and additional explanation shall be in Thai

Session 6

Grooming and Social Etiquette

This is a special 1-2 hour session by Guest Speaker; Khun Nantana Chantavilasvong is currently Vice President, Corporate Service of Plantheon Co., Ltd. and has many years of experience in the field of HR in the meetings and exhibitions industry. She will share with participants on the techniques of good grooming and social etiquette and social interaction.

TRAINER

Khun Eunice Gan, who developed this programme, will be the main trainer. She has had many years of experience in developing and training MICE programmes for TICA members. She has also trained in Phuket and Chiang Mai, as well as overseas in Bali and Macau. For most of her training programmes she has received good feedback from the participants. She is bi-lingual in English and Thai. A copy of her training profile is attached for reference.

REGISTRATION DETAILS

The training fee is Baht 1,391(vat included) per person for TICA Member and Baht 2,140 (vat included) per person for Non-TICA Member and shall include;

- Training for 2 full days from 09:00-17:00 hours
- Handouts (6 sessions)
- 2 lunches and 4 coffee breaks
- Training Certificate

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