

# SAMPLE TRAINING MODULE

A practical guide to Hospitality Sales Professionals, who wish to stay ahead of the competition and experience success and personal satisfaction

## **Review of Fundamentals**

- Ethics and Mind-set
- Alignment of Objectives
- Assertiveness and Sensitivity
- Research and Preparation
- Open Questions and Listening
- Do's and Don'ts
- Personal Satisfaction
- Team Interaction

## **Product and Presentation**

- Product Knowledge
- Ownership and Commitment
- Know thy Competition
- Positioning
- Price vs. Value
- Selling to the Customer's Needs

## **Territory and Process Management**

- Market Segment Idiosyncrasies
- Personal Action Plan
- Playing to Win
- Solicitation: Phone, Mail, Personal Call and Tradeshow
- Site Visits and Networking
- Call Records and Sales Correspondence
- Evaluating Results

## **Negotiation**

- Authority and Decision Power
- Objections and Options
- Prioritizing of Musts and Wants
- Give and Take
- People, Interests and Positions
- Power of Silence
- The word NO, followed by AND...
- When to Hold and when to Fold
- Role Playing

## **Closing the Sales**

- Creating Urgency
- Draft and Final Contracts
- Sphere of Influence
- Unexpected, late Objections
- Closing - an ongoing Process
- Walking Away: SWSWSWN