



OBT

OBT Course Outline

20. EVENT SALES AND SHOWROUNDS

<i>Main Aims and Key Benefits:</i>	Potential sales opportunities are frequently lost as a result of showrounds being carried out by inexperienced members of the team who lack the required knowledge, skills and confidence to follow a structured approach.
<i>Course Content:</i>	<ul style="list-style-type: none">▪ How 'tradeables' can be introduced into a sales message▪ The stages to follow when negotiating prices with customers▪ Introducing 'features and benefits'▪ Non-verbal communication▪ The most effective and professional approach to adopt when conducting a showround of a venue▪ Points to consider when closing the sale at the end of a showround
<i>Training Methods:</i>	<ul style="list-style-type: none">▪ Presentations▪ Syndicate exercises▪ Group discussions▪ Role plays▪ Personal Action Plan
<i>Who will benefit:</i>	Members of the conference and events sales team and others in similar roles
<i>Duration:</i>	10am – 3pm
<i>Certification:</i>	OBT and Progressive Training
<i>Training Provider:</i>	Progressive Training