



OBT

OBT Course Outline

21. MAXIMISING EVENTS OPPORTUNITIES

<i>Main Aims and Key Benefits:</i>	An essential confidence building programme designed to introduce a structured approach to the handling of incoming events enquiries. The programme also includes some considerations in respect of diary management along with some helpful sales techniques.
<i>Course Content:</i>	<ul style="list-style-type: none">▪ Positive and professional telephone approach▪ Identifying customer needs using effective question techniques▪ Key stages on an incoming enquiry call▪ Overcoming objections to achieve a 'win/win' outcome▪ Considerations when managing the Conference and Events Diary
<i>Training Methods:</i>	<ul style="list-style-type: none">▪ Presentations▪ Syndicate exercises▪ Group discussions▪ Role plays
<i>Who will benefit:</i>	Members of the conference and events sales team and others in similar roles
<i>Duration:</i>	1 day
<i>Certification:</i>	OBT and Progressive Training
<i>Training Provider:</i>	Progressive Training