



## HOSPITALITY

# Sales Suite

### Client-Centered Sales™

---

#### *Two Full Days Onsite Training*

The goal of Client-Centered Sales is to drive incremental revenues while improving professionalism and creating consistency. From Approaching through Closing, a simple and straight forward, client-centered sales approach is taught using plenty of skill practice sessions. Your salespeople will have fun learning and practicing how to convert more incoming sales inquiries and make more, higher quality, proactive sales calls every week. This two-day session is comprehensive and commences with an action plan to ensure the participants will implement what they learn.

### Client-Centered Sales Interactive Web Series™

---

#### *Four Web Sessions and Four Personal Coaching Sessions*

Signature's premier training specifically for hospitality sales people is now available in an online format. With groundbreaking interactive web sessions, and small group break outs, each web session is followed by personal coaching for each attendee. Our sales training provides your sales reps the skills to outpace the competition and drive results.

### Legendary Prospecting™

---

#### *4-6 hour Modules for Phone, Email or Social Prospecting*

Signature's Legendary Prospecting training encourages business development as a continuous, active process. We offer three separate modules that focus on the best practices based on the approach – phone, email or via social networks. Each module can stand alone or be combined with the others for a comprehensive prospecting approach. In all sessions, attendees will learn to create the right message and then put it to use with on-the-spot prospecting. These “live fire” sessions allow participants to learn and do with the expectation that real prospects will reply to their sales team members. With clear prospecting guidelines and enhanced communication skills, sales team members will generate new business and gain greater penetration with existing clients.

### Legendary Negotiating™

---

#### *One Full Day Onsite Training*

In Signature Worldwide's Legendary Negotiating™ session, participants discuss what negotiations are, what they are not, and what factors affect them. They will learn to recognize buyer characteristics by what is said and how it is said, and to create a negotiating strategy to deal with them. In addition, time will be spent on practicing their strategy. Strong negotiators know how to ask high impact questions and to uncover knowledge while holding back their own, to gain an advantage. During this one-day session, participants will learn how to use knowledge obtained from The Johari Window and apply it to one of their real clients.

## Writing a Winning RFP™

### *Half Day Onsite Training or Web Series*

The sales process has changed over the years and sales people are spending more and more time responding to RFP's and less time directly engaging the potential client. This can be frustrating for a sales person whose strengths lie in connecting with the client and selling benefits. However there are ways to use those selling skills and increase the chances of creating a winning proposal. Based on meeting planner panels and research of which proposals get noticed, this training helps the sales person streamline the process to creating winning proposals that stand out from the competition.

## Persuasive Presentations™

### *Two Full Days Onsite Training*

Whether you present to one person or one hundred, creating and delivering persuasive presentations can help you achieve your goals. The key is developing an active message and flawless delivery. We will prepare you consistently achieve both. Your message needs to gain attention, establish a need, satisfy that need and get your audience to visualize the future. With the right planning and presentation construction, you can ensure that you are taking the right steps to generate the buy-in you need from any audience.

## Adaptive Performance Management – Training For The Sales Leader

### *Two and a Half Full Days Onsite Training*

This two and a half day active working session engages and elevates the skills of the sales leader. This is a high level class that is not just theoretical but uses real life examples from the participants to have them completing evaluations, reviews and action plans for their sales people. They will leave clearly understanding the role of a sales leader. They will have tools to help them identify behaviors and abilities of their teams and they will learn and practice coaching, evaluations, performance reviews, and setting SMART goals. They will leave with their own action plans to be reviewed in follow up web sessions to maintain focus on their development as sales leaders and their development of their sales teams.

# REINFORCEMENT OPTIONS

## Sales and Catering Mystery Shops and Personal Coaching

This will allow sales leaders to monitor performance, coach and develop, and track success of your training program. Experienced Signature shoppers will place calls to participating hotels every quarter. Calls are recorded and scored based on the employee's mastery of your desired sales skills. Recorded calls and management reports are available online (and via phone, toll-free) to help managers reward success and coach those who need to improve.

## Signature Cue-Tips™ powered by Count 5 & Reporting

Knowledge checks and reminders are pushed out weekly to program participants, ensuring the skills once learned are repeatedly reinforced. Each knowledge check takes less than 10 minutes to complete and we have found this process invaluable in ensuring training retention. Reporting is provided that includes participation rates as well as correct/incorrect responses summarized in our online reporting system to identify opportunities for future training topics.

## Reinforcement Web Sessions

Any of our training sessions can be followed up with a refresher to review key skills. We recommend these to occur 30 to 45 days after the initial session and repeated as often as needed. We will discuss action plans, any questions the participants have after applying what they have learned, and celebrate their successes. This is an interactive working group that helps training stick.