



The Retail Business – How to Deliver Value

AIM & APPROACH

The aim of this programme is to enhance the skills of the retail sales professional and to give you an appreciation of your value in the sales process. The course will provide practical directions so that you can improve/refresh existing skills to maximise sales potential within the travel sector.

PROGRAMME OBJECTIVES

- Enhance potential by a better understanding of the participants role in the Sales Cycle
- Identify the importance of each stage of the selling process for travel agents
- Enhance existing communication techniques
- Effective sales techniques in up sell and cross-selling strategies
- Closing strategies

AGENDA

- Taking Ownership - Your Role in the Travel Business
- Communication skills in the sales process
- How to present in the most attractive, appealing and stimulating way using the F.A.B. concept in the travel sector
- How to deliver value to the Customer
- Attitude for Success....
- How to handle objections such as price, the competition's offerings etc
- Closing strategies
- How to up sell and cross-selling
- After sale activities in the travel industry

