

<b>Course Name</b>	Skiing for the Advanced ( Developed by Gillian Binchy)
<b>Unit Cost</b>	€100 per participant
<b>Staff Level</b>	Beginners
<b>Duration</b>	½ day or full day options
<b>Certification</b>	ITAA Certification
<b>Aim and Approach</b>	The aim of this workshop is to equip all participants with a greater knowledge of the European skiing product. To give the travel agent both the confidence and information to sell skiing across a wide range of destinations and to a diverse range of clientele. The ability to matching your clients profile with the correct product. To Cross Selling across a range of countries and products. It further explains the jargon and gives the travel agent an excellent working knowledge of the most popular skiing destinations in Europe and further a field available on the Irish market
<b>Course content</b>	<ul style="list-style-type: none"> <li>• Where to ski for the beginner, intermediate and advanced skiers, non skier, groups, young families etc in Europe &amp; further a field?</li> <li>• Matching your client with the correct skiing product</li> <li>• An comprehensive overview of Europe's top skiing destinations</li> <li>• What's new for winter 2008?</li> <li>• Weekend breaks and dynamic packing of the skiing product</li> </ul>
<b>Key skills developed:</b>	<p>Delegates will be able to:</p> <ul style="list-style-type: none"> <li>• Detailed knowledge of selling skiing and snowboard holiday across a range of mainly European destinations</li> <li>• Matching your clients with the correct product</li> <li>• Selling to price sensitive and high revenue clients</li> <li>• Dynamic package skiing holidays</li> <li>• To sell confidently the following popular destinations for : <ul style="list-style-type: none"> <li>▪ France</li> <li>▪ Austria</li> <li>▪ Switzerland</li> <li>▪ Bulgaria</li> <li>▪ USA/CANADA</li> </ul> </li> </ul>

<b>Course Name</b>	Terrified of Selling Ski? This is the course for you!
<b>Unit Cost</b>	€100 per participant
<b>Staff Level</b>	Beginners
<b>Duration</b>	½ day
<b>Certification</b>	ITAA Certification
<b>Aim and Approach</b>	The aim of this workshop is to equip all participants with the basic knowledge and understanding of how to sell a skiing / snowboarding holiday with confidence. Its aims to take the mystery out of lift passes & ski packs. It explains the jargon and gives the travel agent a good working knowledge of the most popular skiing destinations in Europe and further a field.
<b>Course content</b>	<ul style="list-style-type: none"> <li>• What's in a ski packs? Understanding different lift passes? &amp; who goes to ski school?</li> <li>• Where to ski in Europe &amp; further field?</li> <li>• An overview of the top European skiing destination</li> <li>• How will I know which resort to choose for the beginner, the advanced, or for a family holiday?</li> <li>• Where for the non-skiers or the young free &amp; single?</li> </ul>
<b>Key skills developed:</b>	<p>Delegates will be able to:</p> <ul style="list-style-type: none"> <li>• Know the main skiing destination in Europe for beginners &amp; intermediate skiers</li> <li>• Understand different type of lift passes / ski packs / ski schools in each country</li> <li>• Sell skiing with increased confidence knowing what resort is suited to whom</li> <li>• Be able to select a holiday for price sensitive and high revenue clients</li> <li>• Sell confidently the following popular skiing destinations             <ul style="list-style-type: none"> <li>▪ Andorra</li> <li>▪ Italy</li> <li>▪ Bulgaria</li> <li>▪ Selected resorts in Austria</li> </ul> </li> </ul>