

CATERING SALES MANAGER MENTORING PROGRAM

–Maximize Revenue & Close More Sales–

Presented by LYNNE WELLISH, CMP CHSE CHO

ASK YOURSELF...

- ◆ Are you an independent unique boutique hotel owner or manager?
- ◆ Do you want to maximize your ancillary income, such as room rental and menu upgrades?
- ◆ Do you listen to your Catering Sales Team on the phone and just know their closing rate could be higher?
- ◆ Do you feel like they are leaving money on the table?
- ◆ When observing an event or banquet, can you see a misstep in your Operational systems, but can't identify or put your finger on it?

As a hospitality industry educator, coach and mentor with over 30 years' experience, Lynne's One-Day Catering Sales Manager Mentorship Program will benefit your team and your property.

With a few suggestions, she can teach your team how to position themselves and the property for a customized site visit that sells. A site inspection with information that is customized to the meeting/event planner, with relevant and actionable recommendations.

By walking through the event day from the point of view of the guest with the Catering Sales Managers, Lynne can help identify some operational challenges and ways to overcome them.

Using probes, listening, and feedback, she will teach your Catering Sales team a few key questions to be able to have a real sales conversation with a client to increase sales closings.

In a confidential manner, Lynne will conduct a Q&A with your team to create a collaborative learning experience.

As both a CMP and CHSE Lynne will walk through your property with your team showcasing a site tour from both the buyers' and sellers' perspective. Your team will be able to handle and overcome objections by seeing them from a guest's/client's point-of-view.

Your team will also spend some time role playing an incoming sales call. Lynne is available for Q&A of any kind from you or your Catering Sales Team.

THE DETAILS

- ◆ One hour pre-consulting
- ◆ Five hours of teaching on site at your property for up to four team members
- ◆ One hour post-consulting
- ◆ Written assessment of the day

[CLICK HERE TO BOOK YOUR CONSULTATION](#)

MEET LYNNE



Lynne's true passion is mentoring, training, and coaching people in the Hospitality & Event Industry. As a seasoned industry professional, she understands the dynamics and challenges of hospitality management. Her presentation style is highly interactive and energetic, providing educational instruction that is useful, fun and engaging.

Lynne holds a degree in Hospitality Management from the University of Nevada, Las Vegas and certifications as Certified Meeting Professional, Certified Hospitality Sales Executive and Certified Hotel Owner. She has 30+ years in the hospitality industry, and is a faculty member of the HRM (Hotel & Resort Management) Program at Scottsdale Community College.

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LYNNE WELLISH CMP CHSE CHO

COULD YOU JUST DO ONE MORE THING?

EIC CEU Certified Domain B

How do you set boundaries with your clients, either internal or external? When planning events, what client question makes you cringe?

Learn to establish clear goals and objectives, define the scope of the project and responsibilities and you will be able to control the extent of your obligations and evaluate your success.

RE-ENERGIZE YOUR VOLUNTEERS!

EIC CEU Certified Domain E

Members join an organization for various reasons. Capitalize on their enthusiasm when they join.

This presentation will help you determine the best way to recruit volunteers, identify what is going wrong in many volunteer relationships and how to structure and communicate opportunities and feedback that address the core desire to volunteer.

DON'T RETIRE—REWIRE YOUR CAREER!

EIC CEU Certified Domain E

Ready to move on from your current position, but not sure where to go? Launching into a new career path means re-branding yourself appropriately, and Lynne is here to help you take the first steps. Learn from someone who has been there and is living successfully with her new career. This session will give you a starting point and direction to avoid the "Failure to Launch" syndrome.

I LOVE MY CLIENT, BUT...

...they just have this one annoying habit!

EIC CEU Certified Domain F

Thoughts and reflections from a supplier's vantage point. Together as a group, instructor and participants will come up with a variety of solutions to ease stress and anxiety while solving the common challenges of working with meeting planners.

PUT THE SIZZLE IN YOUR SALES!

EIC CEU Certified Domain F

In this interactive collaborative session, you will learn solid sales skills and tips designed to maximize revenues. Your closing rate will be higher as you will be armed with the right questions to ask your prospective client. No longer will you feel as if you are leaving money on the table.

THE LANGUAGE OF AV FOR BEGINNERS

EIC CEU Certified Domain G

- ◆ Do lights, sound and projection make you feel uncomfortable or uncertain?
- ◆ When reading AV quotes, do you feel like you need a translator?
- ◆ Does staging an engaging experience enhance your timeline to deliver a clear message?

This presentation will help take new and insecure event planners to a level of comfort and confidence when tackling the basics of AV.

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Can you do just one more thing?

Presented by LYNNE WELLISH, CMP CHSE CHO

EIC CEU CERTIFIED DOMAIN B

How do you set boundaries with your clients, either internal or external? When planning events, what client question makes you cringe? "Could you do just one more thing?" Does someone you know suffer from lavish taste with a small budget? This is referred to as "Scope Creep."

Learn to establish clear goals and objectives, define the scope of the project and responsibilities and you will be able to control the extent of your obligations and evaluate your success.

LEARNING OUTCOMES

After participating, you will be able to:

- ◆ identify the term "Scope Creep" and learn three ways to use it to your advantage
- ◆ Add five new resources to assist you while your "to do" list keeps expanding
- ◆ Triage a request and determine the best plan of action based on the eternal dilemma of quick, cheap, or right.
- ◆ Learn preventive measures to reduce "Scope Creep's" occupancy in your planning cycle.

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RE-ENERGIZE YOUR VOLUNTEERS

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EIC CEU CERTIFIED DOMAIN E

Do you need to re-energize your volunteers? Members join an organization for various reasons. Capitalize on their enthusiasm when they join. Volunteering is one of the best ways to network. Volunteers are provided an opportunity to meet new members in a structured environment. Despite the benefits, few organizations create volunteer roles that promote new membership or develop communications programs to increase volunteer knowledge of the many opportunities that membership provides as well as expectations.

This presentation will help the attendee determine the best way to recruit volunteers, identify what is going wrong in many volunteer relationships and how to structure and communicate opportunities and feedback that address the core desire to volunteer.

LEARNING OUTCOMES

After participating, you will be able to:

- ◆ Re-tool volunteer jobs to aide in recruitment
- ◆ Understand what your volunteers want
- ◆ Build better volunteers
- ◆ Lead with transparency
- ◆ Change your focus

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Don't Retire—REWIRE Your Career!

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Ready to move on from your current position, but not sure where to go? Launching into a new career path means re-branding yourself appropriately, and Lynne is here to help you take the first steps. Learn from someone who has been there and is living successfully with her new career. This session will give you a starting point and direction to avoid the “Failure to Launch” syndrome.

THINGS TO THINK ABOUT BEFORE YOU JOIN US

- ◆ What do you want to do and why? Change lives? Share knowledge?
- ◆ Find the value in yourself, starting with believing in yourself. Where are you a subject matter expert?
- ◆ Who is your dream client? Who are your people? Put on your Teflon suit, you will hear a lot of no's but keep looking for that yes.
- ◆ Keep current, re-inventing yourself is ongoing process. By adding new skills, you can prevent being stuck in a box.

LEARNING OUTCOMES

After participating, you will be able to:

- ◆ Demonstrate your personal and professional value
- ◆ Recognize professional development opportunities that facilitate your continuous improvement
- ◆ Identify and generate a professional image that will assist you in working well in a leadership role with your colleagues.

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I LOVE MY CLIENT... ...they just have this one annoying habit!

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EIC CEU CERTIFIED DOMAIN F

Hospitality Sales Managers, you have taken the time to build a relationship, did the homework and gave a site inspection to sell. You responded correctly to the RFP and on time. Why do you feel like you are in a black hole? Phone calls, e-mails and maybe even snail mail, all go answered?

I love my client; they just have this one annoying habit! Thoughts and reflections from a supplier's vantage point.

Let us collaborate and learn together from each other. Please bring your top pet peeves and challenges in working with meeting planners. Together as a group, instructor and participants will come up with a variety of solutions to ease your stress and anxiety while solving the challenges.

LEARNING OUTCOMES

After participating, you will be able to:

- ◆ Learn tips, tools, and best practices from you peers.
- ◆ Ask the right business questions
- ◆ Share your knowledge to become an industry expert
- ◆ Create a personal toolbox for you to source any time you need one great idea.
- ◆ Increased productivity and performance.
- ◆ Improved supplier and planner relationships.

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PUT THE SIZZLE IN YOUR SALES

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EIC CEU CERTIFIED DOMAIN F

Hospitality Sales Executive Coaching and Mentoring
Maximize Revenue and Close More Sales

ASK YOURSELF...

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- ◆ Do you listen to your Hospitality Sales Team on the phone and just know their closing rate could be higher?
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After participating, you will be able to:

- ◆ Position yourself and your property for a customized site visit that sells.
- ◆ Conduct a site inspection with information that is customized to the meeting/event professional, full of relevant and actionable recommendations.
- ◆ Using probes, listening and feedback, with a few key questions to be able to have a real sales conversation with a client to increase sales closings.

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The Language of AV for Beginners

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EIC CEU CERTIFIED DOMAIN G

ASK YOURSELF...

- ◆ Do lights, sound and projection make you feel uncomfortable or uncertain?
- ◆ When reading AV quotes, do you feel like you need a translator because they are in a different language?
- ◆ Does staging an engaging experience enhance your timeline to deliver a clear message?
- ◆ What is the real difference between an A1 and A2?

Never fear Lynne is here to take new and insecure event planners to a level of comfort and confidence when tackling the basics of AV.

LEARNING OUTCOMES

After participating, you will be able to:

- ◆ Identify three types of equipment needed to craft Audio Visual productions.
- ◆ Discuss how each they will enhance the event.
- ◆ Determine what key elements are needed for an RFP for Audio Video.
- ◆ Identify vendors to source and procure.
- ◆ Learn to read a quote and compare to another.
- ◆ Evaluate the need for special effects and engage the participant's experience.
- ◆ With a little explanation, vision and creativity, you can learn a few tricks to involve your audience without increasing your budget.

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