

# 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.*

LYNNE@LYNNEWELLISH.COM | WWW.LYNNEWELLISH.COM | (602) 628-7026