

PUT THE SIZZLE IN YOUR SALES

Presented by LYNNE WELLISH, CMP CHSE CHO

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

ASK YOURSELF...

- ◆ Do you want to maximize your ancillary income, such as room rentals and menu upgrades?
- ◆ Do you listen to your Hospitality 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, do you see missteps in your Operational systems that you can't identify or put your finger on it?

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.

LEARNING OUTCOMES

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.

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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