

# LYNNE WELLISH CMP CHSE CHO

SPEAKING, TRAINING & CONSULTING *for the*  
HOSPITALITY INDUSTRY

*Let me explain how I can help you.*

Unique boutique companies in the hospitality industry hire me to create a grassroots marketing approach for their prospects. I help them reach out to prospective clients without taxing the existing sales team. Want to know if my Sales Blitz approach or Sales Lead Generation formula is a fit for your business?

As a much sought-after speaker, trainer and subject matter expert, I easily engage as an extension of your sales and marketing team. A seasoned hospitality industry professional; I understand the dynamics of hospitality sales in conjunction with meetings and events. My team supports your sales and marketing strategies with a grassroots approach. We will crush and even surpass your revenue goals by expanding your reach with a personal touch to your prospective clients.



## 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? 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 control the extent of your obligations and evaluate your success.

## PUT THE SIZZLE IN YOUR SALES!

### EIC CEU Certified Domain F

In this interactive collaborative session, 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. Stop leaving money on the table!

## TO CATCH MORE M.I.C.E (meetings•incentives•conventions•exhibitions) USE THE RIGHT TRAPS!

### SIT-DOWN DISCUSSION with Lynne Wellish CMP, CHSE CHO and Dennis Campbell

Are you a 2nd or 3rd tier Destination Marketing Organization (DMO)? This sales training and mentoring panel is crafted for your destination sales team and your DMO members. Dennis Campbell and Lynne Wellish CMP, CHSE CHO moderate this intimate, sit-down discussion and share.

### **Lynne Wellish, CMP, CHSE CHO**

*is an award-winning speaker, consultant, trainer and Hospitality Educator with LynneWellish.com. She is an engaging energetic industry expert, graduate of UNLV in Hospitality Management and an adjunct faculty member at Scottsdale Community College in the Hospitality College.*

*Long recognized for her achievements in hospitality, Lynne has received numerous awards in the meetings industry. Lynne's true passion is coaching and mentoring people in our industry. Lynne knows what mean when your housekeeping department comes down with the stomach flu on the day of the big check in.*

## PUT LEAD GENERATION IN YOUR COMFORT ZONE

Looking at a list of leads from your last trade show or event? Feeling overwhelmed and don't know where to start? Wondering how to build a relationship over the phone? We promise, there is **Gold in the Phone**.

This interactive session will focus on Tips and Tricks to overcome Sales Call Reluctance and put Lead Generation in your comfort zone. The majority of sales and marketing strategies have effective lead generation as their goal, but very few of them succeed at bringing in viable leads.