

# SALES OFFICE EXCELLENCE

## Conference & Events Sales Office Training

### TRAINING INCLUDES

- 9 x 1 hour interactive workshops covering the following topics;
  - UNDERSTANDING YOUR CUSTOMERS
  - ENQUIRY QUALIFICATION TECHNIQUES
  - CHECKING AVAILABILITY AND PRICING
  - PROPOSING YOUR VENUE TO WIN BUSINESS
  - CONVERSION TACTICS
  - SALES LEADS AND REFERRALS
  - BOOKING MANAGEMENT
  - EVENT COORDINATION
  - FOLLOW UP
- Assessments and 1-1's to ensure delegates hit the industry standards
- Certification upon completion
- Small learning groups to a maximum of 10 people in any workshop giving you the opportunity to talk through current issues
- Course completed over 12 weeks including introduction, 9 modules and assessment
- £315+VAT per delegate

Training developed and delivered by award winning enquiry handling excellence trainers with many years of sales and conference office experience

Focused Conference and Event Sales Office enquiry handling best practice, working to industry and BDRC benchmarking criteria

**For more information**

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