

Maximising Profitable Business From Wedding Enquiries

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A Maxima one day programme for specialist wedding sales people

Programme overview

This is a highly motivational and participative programme, designed for people who are responsible for turning wedding telephone enquiries into confirmed business.

The focus is on equipping participants with practical skills and useful techniques to help them convert more enquiries and achieve better rates and yield. In an increasingly competitive market, we want to help you gain a competitive advantage and help them feel more confident and professional when taking wedding enquiries.

We will look at helping you differentiate yourself from competitors, make the experience more personal and help build rapport with your wedding clients. Rapport builds trust. Trust builds confidence and makes you easier to buy from!

We will use a range of methods to make the training more enjoyable and help attendees with retention of the content. Combining practical exercises, teamwork, competition and discussion, enables individuals to take more from the session.

We provide a comprehensive set of training notes in the form of a personalised workbook that also encourages the participants to take their own supporting notes. Maxima believe that training should be enjoyable, focused, practical and results driven!

100% of your wedding business starts as an enquiry!

How do you currently handle these enquiries?

‘ Words are words, ’
promises are promises,
Only performance is reality.

Harold Geenen



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Aim

To enable all participants to effectively use the Maxima 'ONESTOP' enquiry handling structure in order to maximise sales conversion from wedding enquiries.

Objectives

By the end of the programme, participants will be able to:

- Use the 'ONESTOP' structure to convert more weddings
- Use up-selling questions more effectively
- Achieve better rates through more effective negotiation

Content

- Differentiating yourself in a competitive market
- Opening the call, making a great impression, building rapport
- Understanding your clients needs - focus on attention to detail
- Effective up-selling - question techniques
- Differentiating your approach - using your experience
- Presenting package and price effectively
- A structure for negotiating and dealing with concerns
- How to gain positive commitment and quicker decisions

“ If you always do what you always did, you always get what you always got.

Tom Peters



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Programme leader

James Lee (Director) jameslee@maximatraining.com

James has been on both sides of the enquiry handling process, having worked with hotels and different venues for the last 17 years. James has experience of taking enquiries, managing teams that take enquiries and developing structures and processes for taking enquiries. James has worked with many great wedding venues and understands the way modern companies sell and manage the sales process.

More importantly, James has helped many of his clients improve their wedding revenues from enquiry conversion through confident application of the structure and techniques trained on this programme. James is a qualified trainer through the Chartered Institute of Personnel and Development and makes sure that the workshops are focused but fun.

How much of your wedding business starts out as an enquiry? We understand just how important this aspect of your business is!

Comments from recent attendees of this programme

“Easy to follow and understand, this will be something I use everyday!”

“James kept the balance just right and I feel as though I have learned a lot to take back to my hotel.”

“It was great to be trained by someone who is involved with our industry and can use real examples in the training.”

“James really made me aware of the subtle differences required in our approach to wedding enquiries compared to normal conference enquiries.”

James Lee



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This programme is beneficial for anyone who handles wedding enquiries. It is also useful for other operational staff who support wedding enquiry process:

- Wedding co-ordinators and special-events staff
- Conference and events staff at all levels who take wedding enquiries
- Sales managers and sales staff who either take wedding enquiries or who are involved in the process
- Managers who want to develop and improve the enquiry handling process

Below is an example of an actual transcript of a recent Maxima test call and one of a type that Maxima will address in this programme:

Caller: Hello there, I was hoping to get some information from you regarding weddings and wedding packages?

Call handler: I'm sorry our wedding coordinator does not work on Mondays, perhaps you could call back tomorrow?

“ People with goals succeed because they know where they are going ”

Earl Nightingale



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This programme can be tailored to your objectives, your products and your facilities. It focuses on refining your handling of wedding enquiries, with a view to improving both conversion of the enquiries and the rates secured.

This is a workshop that alongside the sister programme, "Maximising Sales Negotiation Skills", always ensures a quick return. Compare the investment to the average value of a wedding to you, and this will shed light on the impact this programme could have on your business!

We provide personalised workbooks containing comprehensive supporting notes for all those who attend, as well as all the other training materials required to run the event.

The investment required is £250.00 per person which must be paid in full before the training, to confirm your place.

MIA members can enjoy reduced rates of £199.00 per person and must again pay in full before the training, to confirm their place.

What should weddings be worth to your business?

OPEN PROGRAMMES Terms and Conditions of Business

On receipt of your booking, Maxima will confirm your booking via email. Maxima will also invoice you the fee plus vat 17.5% for the programme for which the payment is due on receipt.

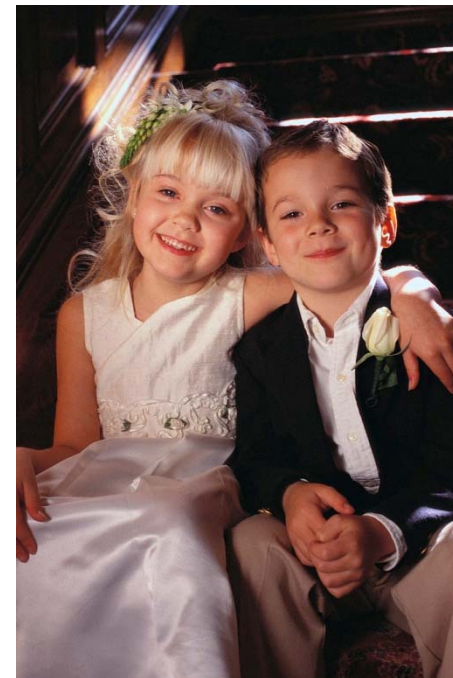
All fees must be paid prior to the training day. Once booked, fees are not refundable and cancellations are charged in full. Substitutions are allowed at anytime.

Maxima reserve the right to cancel or postpone any programme where minimum numbers are not obtained. In such a case, participants will be offered a full refund or a place on an alternative programme.

Should a programme need to be postponed or cancelled, Maxima will notify participants at least 14 days in advance of commencement of the programme.

“
Quality is remembered long
after the price is forgotten
”

Gucci motto



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How to book

You can make a booking direct through our website

www.maximatraining.com

Or call us on 01403 733337

Or email

enquiries@maximatraining.com



About Maxima

Maxima specialise in motivational business development services for the hospitality industry. Founded in 1995, Maxima have built a distinguished reputation for helping individuals and businesses to maximise their true potential.

Here is what one of our clients has to say:

“Maxima have worked with us for a number of years, always with excellent results. They generate the respect of Managers and employees of the business, and always add value to the business, whilst working within the framework and strategic objectives of the business. End result an improved financial return for the business.”

Danny Pecorelli
MD Exclusive Hotels

Maxima offer a wide range of business development solutions that include:

- Bespoke training
- Open training
- Coaching
- Consultancy
- E-Learning
- Mystery guest services
- Key note conference speaking

For more information visit us at

www.maximatraining.com

Or ring us on 01403 733337

Or e-mail

enquiries@maximatraining.com



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