

Maximising Team Sales Results



**A bespoke programme
for Hotel & Venue Management Teams on maximising sales**

‘Business is Darwinism only the fittest survive’

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Maximising Team Results

Introduction to the process

This programme has been specifically designed to enable Hotel and Venue Management teams, to focus on improving personal and team performance in order to maximise sales. This is team building with a commercial focus, designed to get tangible results.

Working in consultation with you, we develop and deliver a strategic programme that directly meets your organisational needs and objectives, in order to get the results you desire.

This programme adopts a unique approach to team development, focusing both on improving relationships and interactions between team members, as well as enabling the team to excel in the skills and capabilities required to meet individual and collective objectives.

This combined focus on team relationships and team capabilities, enables you to create a high-performance environment, where team members can deliver results, celebrate success and exceed expectations.

The process used is tailored to meet your specific team and business requirements. Goals are set and individuals and the team are measured by the results they achieve. This programme is about sales, performance and profit through teamwork.

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

Harold Geenen

The process

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Objective Setting, Analysis & Design

The start point, is for us to meet with you to discuss and understand your specific business objectives and the needs of your team as you see them.

As part of the analysis process, we will survey your team with key questions focused on identifying where team and individual performance can be enhanced.

We will also invite each individual in the team to complete an Insights Discovery personal profile on-line. The Discovery profile is a dynamic personal and team development tool that gives individuals an engaging, reinforcing and transformational insight into themselves and other team members.

The Discovery profile helps individuals to gain a detailed understanding of their personal style, and how this impacts on and influences their relationships with co-workers, suppliers and customers.

Celebrating the uniqueness of each person, the profile illustrates how recognising and valuing differences can empower people to come together as a high performance team, focused on goals and results.

Each Discovery profile contains a Foundation Chapter which helps individuals understand: their style and approach to business, key strengths and weaknesses, value to the team, communication style, possible blind spots, opposite types and finally suggestions for development.

In addition, there is also a Management Chapter that enables managers to review their leadership style, how they like to manage and motivate, and how they like to be managed and motivated.

Maxima will use all the knowledge gathered, to create your bespoke 'Maximising Team Results' programme.

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

Tom Peters



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Team Discovery Day

Good teamwork is about relationships. It's about each team member understanding their role and their contribution to the group, and feeling valued for the part they play in helping the team succeed. When relationships are respectful, valuing and positive, the sky is the limit!

The Team Discovery Day enables team members to gain a unique insight into who they are, and who their team members are. During the day we explore how team relationships can be optimised. This is achieved by examining individual style and team dynamics, and the various inter-relationships between group members.

Our approach is motivational, energetic, interactive and fun. We encourage group discussion and reflection within the context of working more productively together. The Team Discovery Day has been described as a transformational learning experience for teams.

Programme overview

- The power of perception
- Personal preferences
- The four colour energies in a team context
- The Insights Discovery Team wheel
- The Insights Discovery personal profile
- Exploration of individual contribution and value to the team
- Disclosure of preferred communication strategies
- Group and individual action planning

The Team Discovery Day uses a simple and memorable model to aid individual and group understanding. Teams quickly understand their strengths and challenges. It reinforces the message that the whole team working together, focussed on clear goals, can achieve amazing results.

‘The Insights Discovery’ language has swept throughout our organisation because it is fun to learn, inspirational to experience, easy to remember, effective and practical in application.

Katrina Dunkley

Head of Leadership and People Development

BT Wholesale



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Team Results Action Planning Day

Building directly on the Team Discovery Day, the Team Results Action Planning Day focuses on the action individual team members need to take to get results.

Maxima will use a process, which will help individuals to focus on the actions they need to take, in order to maximise their impact and influence over their area of responsibility.

Maxima will also share best practice found in high performance teams. This will enable the team to identify key areas where they could incorporate best practice into their own team.

Each individual team member will design their own 90 day personal action plan which they will share with other team members.

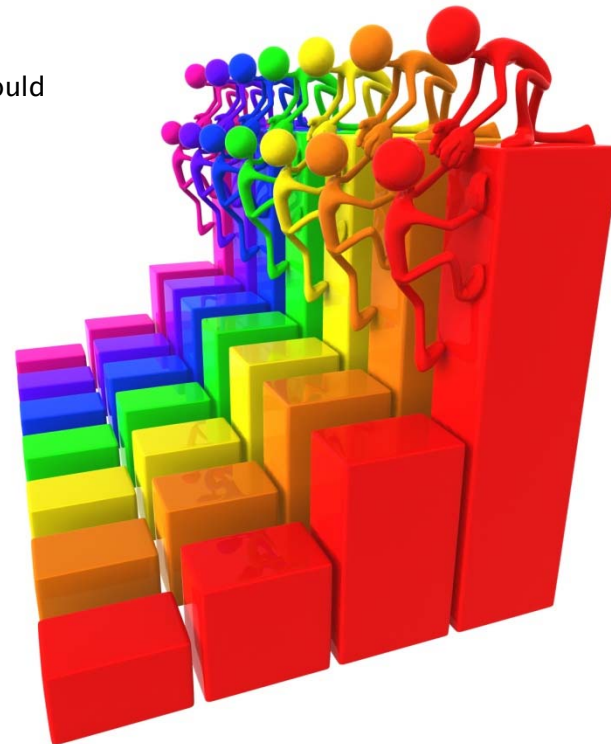
Maxima suggest that core subjects for the 90 day action plan could include, but not be limited to, the following:

- Maximising sales
- Improving customer care
- Saving cost
- Increased productivity
- Improved communication
- Motivating staff to peak performance

The end result is a team with clear goals and action plans, with a 90 day timeline to do what they say they are going to do.

‘ People with goals ’
succeed because they
know where they are
going

Earl Nightingale



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90 Day Results Action Plan with MaXcoaching

The individual team members now work through their personal 90 day action plan.

Maxima will provide one-on-one on-site MaXcoaching, 30 and 60 days into the plan.

These MaXcoaching sessions are designed to motivate and focus the individual team member on achieving their goals. The sessions help individuals overcome barriers, real or imagined, and are an essential part of the process.

Maxima also provide remote telephone support if an individual feels the need for help as they work through their action plan.

Some clients like a longer period for the action plan, and this can be customised to meet your specific need with extra coaching sessions as required.

The key thing for managers to understand as they work through their 90 day action plans, is that managing day-to-day activities is only part of the role. The other very important part of the job is delivering strategic improvement over time. This is only achieved by setting goals and planning activity to achieve the goals. Then they must make time each day to work on the strategic goal as well as manage the day. This also means overcoming barriers to success.

‘The only place success
comes before work is in
the dictionary

Vidal Sassoon



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Team Results Review Day

What gets measured gets done! The Team Results Review Day is an opportunity for the team to share individual and team success.

Individuals present what they have achieved as a result of working through their 90 day action plan. This also gives the team the perfect opportunity to agree goals and plans for driving the business forward over the next 90 days.

Maxima have found this public team review, helps focus individual managers on the need to be more than day-to-day operational managers. It helps develop the ability of the senior management team to get the right things done and to move the business forward with goal focused results.

**‘ Success is the ’
maximum utilisation of
the ability you have**

Zig Ziglar



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Investment options

The programme can be tailored to meet your specific needs. The investment required will reflect the content required.

However, to help with budgeting we can offer the following information:

- For Maxima to meet with you to agree objectives and to design the programme
- For Maxima to run the Team Discovery Day
- For Maxima to run the Team Results Action Planning Day
- For Maxima to run the Team Results Review Day
- Fee £5,000 plus VAT

In addition, Discovery profiles are £98 per person plus VAT and individual coaching sessions are £80 per person per hour.

So, as an example only, a team of ten people going through the programme with a Discovery profile and 2 coaching sessions would work out at:

£758 per team member plus VAT and travel expenses of 60p per mile.

that would mean on the above example, an individual team member would need to generate an extra £8.42 in profit per day to cover the investment in the process over 90 days.

In Maxima's experience, the programme always more than pays for itself before the Team Results Review Day.

Investment can be customised to meet your specific budget.

**‘ In order to succeed we
must first believe we can**

Michael Korda



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Martin Pepper (Managing Director) martinpepper@maximatraining.com

Martin has held senior management positions in the airline and hotel industry. He was Director of Sales Training and Business Development for Forte Worldwide before founding Maxima in 1995.

Martin has worked with many hotel management teams helping them to maximise their true business potential. Martin has been made a Fellow of The Institute of Sales and Marketing in recognition of his work in developing people in sales and marketing. Clients value Martin for his industry experience, enthusiasm, motivational skills, humour and ideas that get results.

Wendy Clark (Director) wendyclark@maximatraining.com

Wendy has worked in media and hotels and ran her own business, Positive Projection, before joining Maxima as a Director in 1995. Wendy is a qualified performance coach and specialises in Insights Discovery and is a Licensed Practitioner.

Wendy has worked with many individuals helping them to new levels of performance. In particular, Wendy is excellent at getting people to challenge their comfort zone. Clients value Wendy for her honesty, intuitive feedback and the ability to say what needs to be said in a way people like to receive the information.

James Lee (Director) jameslee@maximatraining.com

James has a wealth of industry business experience and was national Sales Director for a hotel group before being invited to join Maxima in 2002. James has developed new performance coaching techniques which have benefited many clients.

James is valued by clients for his energy and enthusiasm to get results. He has innovated many ideas that have enabled individuals to drive success in their business. A focused professional, James is a welcome virtual team member for all his client's and brings much to this programme.



James Wendy Martin

“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

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