

# Maximising Sales 2010

London - Birmingham - Manchester - Bristol - Edinburgh

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**0900 to 1330**

**London**  
26<sup>th</sup> March 2010

**Birmingham**  
22<sup>nd</sup> April 2010

**Manchester**  
14<sup>th</sup> May 2010

**Bristol**  
18<sup>th</sup> June 2010

**Edinburgh**  
9<sup>th</sup> July 2010



**This dynamic and motivational half day workshop,  
is designed for hotels and meeting venues.  
It focuses on practical action you and your team can implement  
to drive sales in 2010**

**'Words are words, promises are promises, only performance is reality.'**

## Workshop overview

This dynamic and motivational half day workshop has been designed for hotels and meeting venues. It focuses on practical action you and your teams can implement to maximise sales in 2010.

During the workshop, participants will self audit their own operation, with a view to identifying where positive improvements can take place to maximise sales.

The workshop will focus on the following key areas:

- ✓ Converting phone enquiries
- ✓ Converting e-enquiries
- ✓ Converting business from show rounds
- ✓ Maximising revenue from weddings
- ✓ Up-selling at enquiry stage
- ✓ Pre-event management and pre-event up-selling
- ✓ Up-selling on check-in
- ✓ Up-selling F&B
  - ✓ Breakfast
  - ✓ Lunch
  - ✓ Dinner
  - ✓ Room service
  - ✓ Bars
  - ✓ Lounges
- ✓ Up selling to events on the day
- ✓ Visual sales messages - do they work hard enough for you?
- ✓ Maximising customer satisfaction on check-out
- ✓ Effective follow-up to maximise customer satisfaction and sales

The workshop is packed with ideas and real industry examples of best practice from around the world. This workshop demonstrates how you and your team can positively influence average spends. Imagine if you could raise your average spend per customer by just £5. What impact would that have on your business in 2010?

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

Tom Peters



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# Workshop leaders

**Martin Pepper (Managing Director)** [martinpepper@maximatraining.com](mailto:martinpepper@maximatraining.com)

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

Martin has worked with many hotel and venue sales people around the world, helping them to develop effective sales strategy and skills. Martin has been made a Fellow of the Institute of Sales and Marketing in recognition of his work.

Clients value Martin's industry experience, energy, sense of humour and ability to illustrate key points with real-life examples.

**James Lee (Director)** [jameslee@maximatraining.com](mailto:jameslee@maximatraining.com)

James Lee joined Maxima as a Director in 2003. Before that James worked his way through the ranks in hotels and was a national Director of Sales for a UK hotel chain.

In the last few years James has innovated new and very successful approaches to maximising sales from enquiries and show rounds

Clients value James for his practical approach and knowledge combined with his enthusiasm and ability to inspire people to take action.

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



“ Martin and James thank you both! You are an inspiration and this is the best sales course I have ever been on ”

Participant with 25 years sales experience in hotels  
Jan 2010

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## Who should attend?

This workshop would be beneficial for anyone who has responsibility for sales and selling in your business. This could include:

- ✓ Directors
- ✓ General Managers
- ✓ Operations Managers
- ✓ F&B Managers
- ✓ Sales Directors
- ✓ Sales Managers
- ✓ Sales Executives
- ✓ Sales Co-ordinators
- ✓ Meeting & Event Managers
- ✓ Wedding Co-ordinators
- ✓ Conference and Banqueting Managers
- ✓ Front of House Managers
- ✓ Event Managers

Comments from recent participants

*'I thought that Martin Pepper was inspiring and I really enjoyed the session.'*

*'Just a couple of words to say how much I enjoyed the business forum. Martin Pepper's presentation was entertaining, entirely practical and to the point. We have already implemented some of his suggestions.'*

**Business is Darwinism, only the fittest survive**

Robert Holmes A Court

**'The definition of madness is doing the same thing again and again and expecting a different result**

Anthony Robbins



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# Investment

The fee is £99 plus VAT per person.

## Special rates for MIA Members

Special rates of £75 plus VAT per person have been negotiated by the MIA for their members who wish to attend this workshop. Please quote your membership number when booking to claim your special discount.

Fee includes admission to the workshop, refreshment during the morning and access to an e-support module on-line following the event.

## How to Book

Ring the booking hot line on 01403 731397

E-mail [enquiries@maximatraining.com](mailto:enquiries@maximatraining.com)

### MIA Members only

Ring the booking hot line on 01403 731397

E-mail [enquiries@miatraining-uk.org](mailto:enquiries@miatraining-uk.org)

## Terms and conditions

The terms and conditions of business are as follows: On receipt of your booking form and membership number in the case of the MIA, we will confirm your booking via email. Maxima Training & Development will invoice you the fee for the programme for which the payment is due on receipt. All fees must be paid prior to the workshop. Once booked, fees are not refundable and cancellations are charged in full. Substitutions are allowed at anytime, from within your organisation. 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 and performance are remembered long after the price is forgotten.”

Gucci Family Motto



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