



MANAGE - DEVELOP - CONVERT

The Practicalities of Conference Enquiry Handling



The Manage-Develop-Convert enquiry skills course is designed to enable personnel dealing with incoming conference enquiries to process these for the maximum conversion.

The following topics are covered in an interactive and relaxed atmosphere to encourage delegate participation.

- Practicalities to be considered for managing the enquiry process
- Influence the result of your sales by educating your colleagues
- What you should know about your product to be able to sell it
- Know how clients from different types of organisations behave
- Understand third party agents and how to work with them
- Build and manage your client relationships
- Develop your sales techniques and confidence with clients
- Have strategies to take and keep control of the enquiry

Course Leader: Joanna Aspin, Joanna Aspin Consultancy & Training

Course Dates: Thursday 18th September 2008 in Staffordshire
Tuesday 21st October 2008 at Worcestershire Wildlife Trust
Wednesday 22nd October 2008 in the Black Country

Timings: Course starts at 10am and finishes at 4.30pm

Delegate Fee: Special Rate for CW members @ £50.00 +vat
(lunch and refreshments provided)

**To Book your place on the course simply complete and return the attached
Booking Form to Emma Robinson**

F: 01905 766377 E: erobinson@worcestershire.gov.uk

NB: Places are limited and will be reserved on a first come first service basis.