



**OBT**

**OBT Course Outline**

**MAXIMISING EVENTS OPPORTUNITIES**

|                                    |  |
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| <b>Main Aims and Key Benefits:</b> | An essential confidence building programme designed to introduce a structured approach to the handling of incoming events enquiries. The programme also includes some considerations in respect of diary management, along with some helpful sales techniques.   |
| <b>Course Content:</b>             | <ul style="list-style-type: none"><li>▪ Positive and professional telephone approach</li><li>▪ Identifying customer needs using effective question techniques</li><li>▪ Key stages on an incoming enquiry call</li><li>▪ Overcoming objections to achieve a 'win/win' outcome</li><li>▪ Considerations when managing the Conference and Events Diary</li></ul> |
| <b>Training Methods:</b>           | <ul style="list-style-type: none"><li>▪ Presentations</li><li>▪ Syndicate exercises</li><li>▪ Group discussions</li><li>▪ Role plays</li></ul>   |
| <b>Who will benefit:</b>           | Members of the conference and events sales team and others in similar roles  |
| <b>Duration:</b>                   | 1 day  |
| <b>Certification:</b>              | OBT and Progressive Training   |
| <b>Training Provider:</b>          | Progressive Training   |