



# Meetings & Events Marketing ‘The Sales Part’

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Hospitality Skills

# Conference industry now worth £20bn, says UKCAMS

New research into the UK's conference and meetings sector, the '*UK Conference and Meeting Survey 2019*' (UKCAMS), reveals a robust and buoyant industry.

There was an estimated £20bn of direct expenditure generated by conference and meeting delegates in venues and in wider destination spend in 2018, up from £18.1bn in 2017.



# Conference industry

The overall number of conferences and meetings held in 2018 was the highest in recent years

Most events (66%) comprised 50 delegates or fewer, with just 6% of events having more than 200 delegates, the average event size was 72 delegates.

## How do we sell more MICE?



Meetings, incentives,  
conferencing, exhibitions

# What is 'Sales'?

- ☐ Telling the customer about the product and persuading them to buy it.
- ☐ It's easy to sell to someone who wants to buy from us!
- ☐ Therefore, we have to meet or exceed their expectations.



# Changing Consumers

- ☐ More discerning
- ☐ More knowledgeable
- ☐ Less forgiving
- ☐ 'More for less' culture
- ☐ More choice / competition
- ☐ Able and willing to pass comment





# Customer Expectations

You only get one chance to  
make a good first impression



# Customer Expectations

‘People buy from people they like?’

If you offer the right service

If you solve their problem

If you offer the right quality

If you offer the right value



We're in the hospitality business so it certainly helps!

We want them to come back and refer others!

# Customer Expectations

Property descriptions and sales pitches will positioning you as a supplier instead of as a **partner**.

Make the conversation about the **client** not the rate.

Don't centre the sales conversation around taking an order (dates/rates/space) instead create value by being a **consultant** and **trusted advisor**.

The proposal should be all about the **client** and their **needs**.





# Customer Expectations

- ☐ Excellent Customer service
- ☐ Attention to detail
- ☐ Going the extra mile
- ☐ Value for money



# Customer Expectations

“You can’t look at the competition and say you’re going to do it better.

You have to look at the competition and say you are going to do it differently!”



Steve Jobs

# Walk the Course

- ☐ What are our selling points?
- ☐ How are we different to our competition?
- ☐ Do we have a USP?
- ☐ Do we have to change to meet our customer expectations?



# Event Planners

Just over a third (35%) of conferences and meetings in 2018 were organised by a professional conference organiser (PCO) or event management agency

- ☐ Planners are seeking venues with a story
- ☐ They want the WOW factor!
- ☐ Looking for added value
- ☐ Virtual 3D showaround



# Selling Techniques

- ☐ Show don't tell
- ☐ The growing importance of F&B
- ☐ Use past events to prove future success
- ☐ Offer creative ideas for the events purpose and objectives



# Converting Enquiries into Sales

- ☐ Know your products and services inside out
- ☐ Be flexible and accommodating
- ☐ 'Discount up!' – Add value to the offer





# Tips for Success

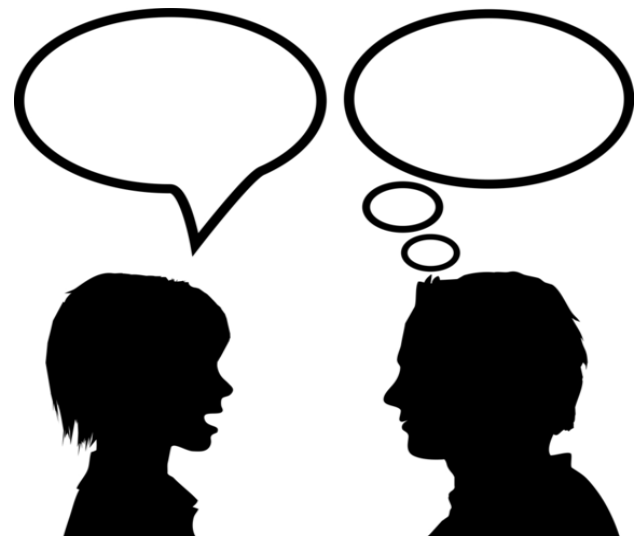
☐ Descriptive language

☐ Active listening

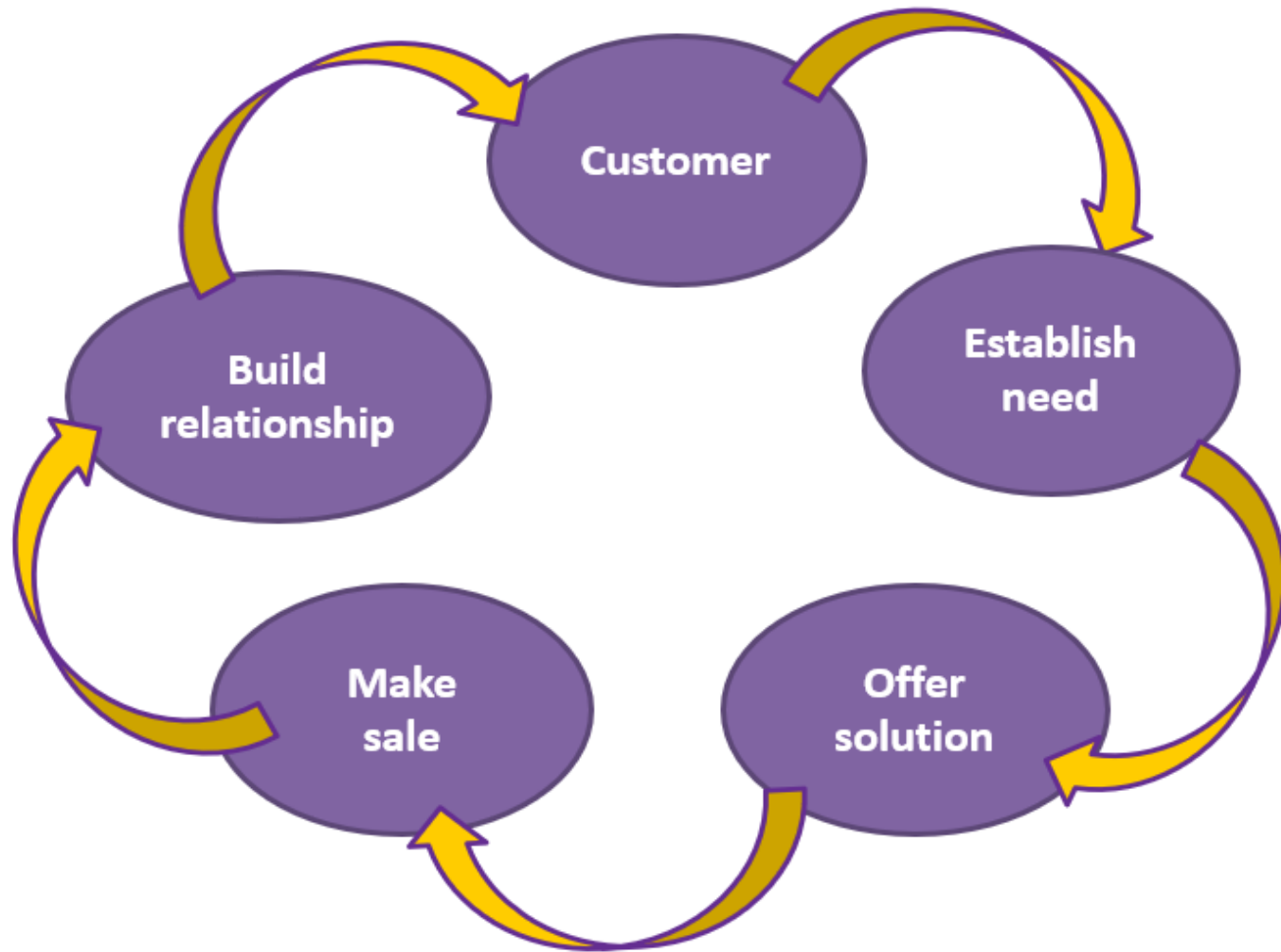
☐ Effective questioning

☐ Follow through

☐ Persist



# Sales Process



# Finally....

Begin with the end in mind

## Expect a sale



Thank You

Hospitality Skills

[www.HospitalitySkills.org](http://www.HospitalitySkills.org)

The bottom of the slide features a decorative graphic consisting of several overlapping, wavy, horizontal bands. The colors transition from a dark maroon on the left to a lighter pink on the right, with a thin black band visible in the middle.