northernireland tourist board

Maximise your visitor spend

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tourism engineers

NITB TIC training prospectus: the 8 modules

1. Understanding your customers: 12/13 April
2. Maximise your visitor spend: 8/9 Feb
3. Effective communication skills: 15/16 Mar
4. Communicating online: 8/9 Mar
5. Income generation: 5/6 Apr
6. Managing stakeholders and marketing your TIC: 16/17 Feb
7. Team building skills: 10/11 May
8. Managing difficult customers: 17/18 May

Course objectives

- Understand the important role TICs can play in increasing visitor spend
- Understand the principles of effective selling
- Develop practical skills to increase confidence in selling

Workshop programme

- Morning:
  - The Northern Ireland context and the important role of TICs
  - Group exercise: “The good, the bad and the ugly”
  - Selling in perspective: why it’s important
  - Preparing yourself to sell more
  - 10 rules of professional selling
  - Group exercise: “Turning features into benefits”
- Afternoon:
  - Group exercise: “Know your USP”
  - “Mind your language” and Body Talk
  - Group exercise to practise up-selling and cross-selling
  - Feedback, action planning and close

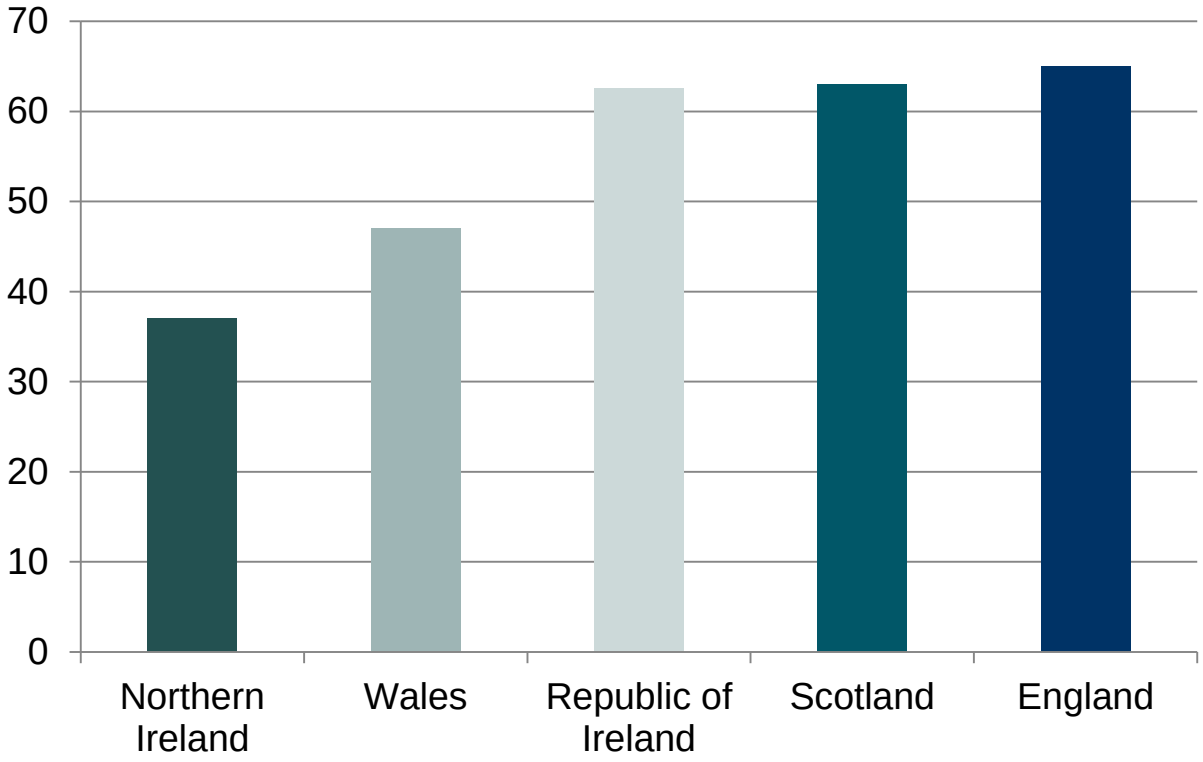
Pre-course exercise

Your personal objectives and priorities

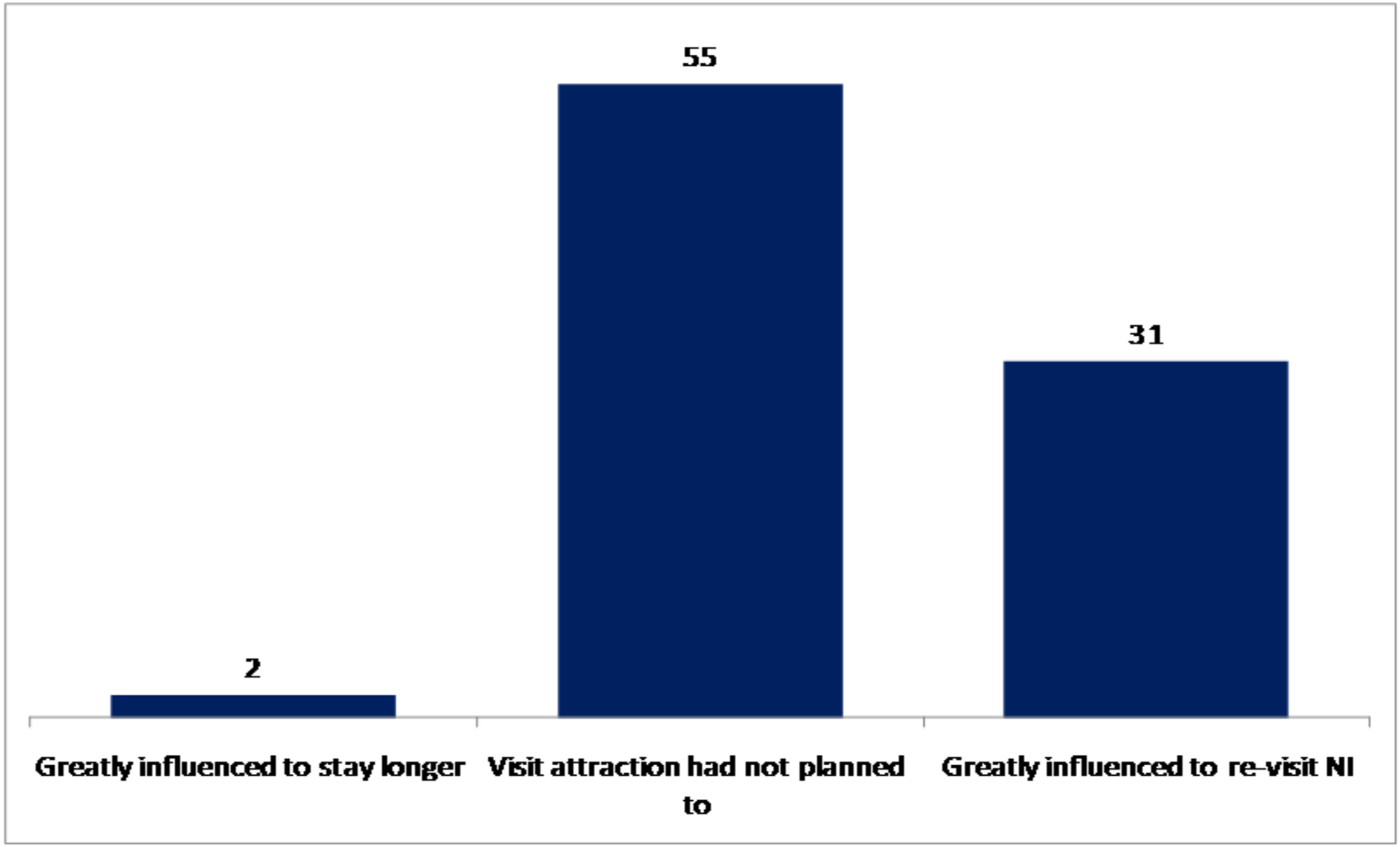
What is tourism worth in NI today?

- £3.3 million visitors
- £529 million
- 4.9% of GDP

Where we are now - daily spend (£)



The influence of TICs



The goal

- Double the income from tourism to £1 billion by 2020
- Support an additional 10,000 jobs

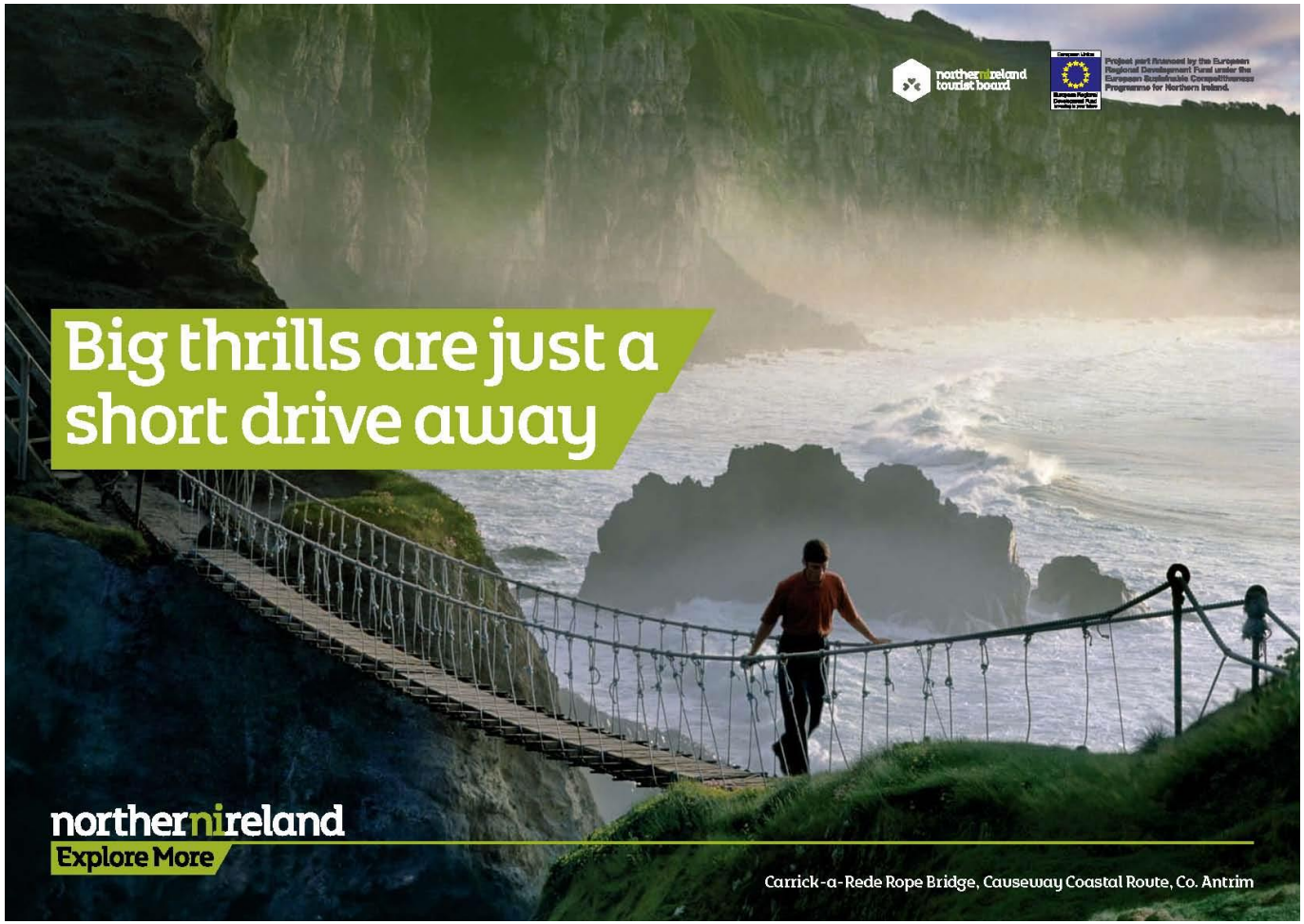
The signature projects

- Saint Patrick and the Christian Heritage
- The Mournes
- The Causeway Coast and Glens
- The Walled City of Derry
- The Titanic

Saint Patrick's Trail

The Mourne Mountains, Co Down

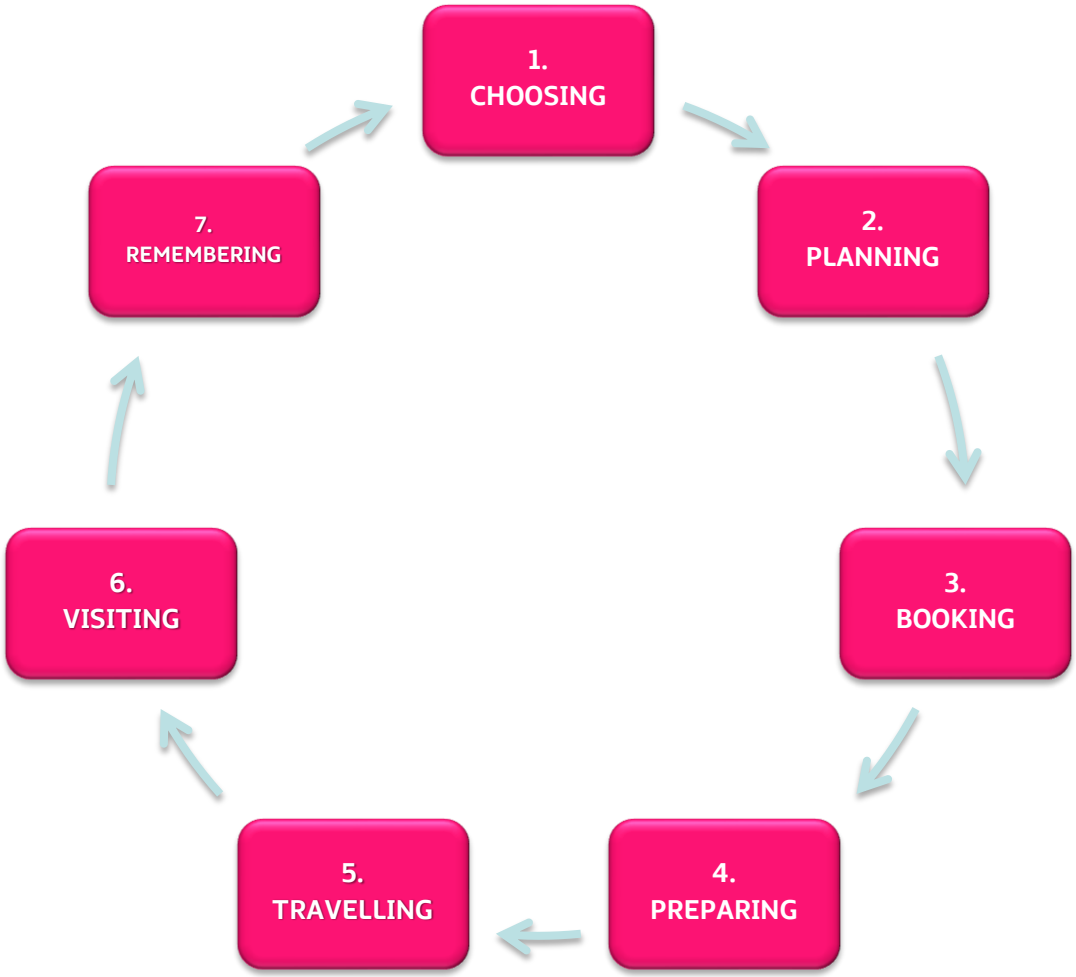
Causeway Coastal Route



The Walled City of Derry

Titanic Project, Belfast

The visitor journey



The TIC has a key role

Influencing customers' decisions and spending throughout their journey!

Group exercise

“The good, the bad and the ugly”

Sharing examples of good and bad practice in selling

Selling: why do we need it?

- The world has become more competitive
- We need to sell what makes N Ireland and TICs special!

What is selling?

- Communicating effectively with people
- Persuading your customers to do business with you

Re-learning natural skills

- We are all born with a natural ability to sell
- As we grow up, we are conditioned by a “no” mentality and the fear of rejection
- So we have to re-learn the skills!

Finding the right balance

Hard sell =

No customers!

Weak sell =

No sales!

"Consultative" selling

A definition of effective selling

- Understanding your customers' needs and providing a solution

Invest in yourself!

- Knowledge and skills
  - Business knowledge
  - Tourism knowledge
  - Organisation knowledge
  - Product knowledge
  - Selling skills
  - Attitude
- Presentation
- Planning and organisation

The 10 rules of professional selling

- Effective selling is about effective people to people communication

Rule 1: Everyone is different

- Tailor your approach to the individual

Rule 2: Sell yourself

- Ask questions to get people talking about themselves!
- Try to find some common ground
- People buy from people they like

Rule 3: Ask the right questions

- Find out what your customer needs
- Try to use open questions
- Use a “softening” phrase
- This helps you to sell SOLUTIONS

Group exercise: asking the right Qs

Scenario: A customer has rung to ask for further information on your destination.

What questions would you need to ask to find out what to send them?

Rule 4: Practise your listening skills

- Identify the solution
- Listen for problems or worries
- Try not to interrupt
- Listen for buying signals

Rule 5: Link features to benefits

- People buy benefits, not features
- Apply the “so what?” test
- WiiFM
- Sell results/what it will do

People buy benefits not features

Feature:

Our sun cream is SPF 15

...which means that...

Benefit:

You can sit out in the sun longer without burning

Rule 6: Turn needs into wants

- We tend to buy things we want, not always what we need
- Appeal to emotions, not just logic
- Buying emotions: health, status, security, greed, fear of loss, pride, ambition, ego

Rule 7: KISS (keep it short & simple)

- Be selective with product knowledge
- Stick to benefits/results/wants

Rule 8: Exploit your USP

- Know what makes you unique compared to competitors

- Never knock your competition

Rule 9: Don't be afraid of your price

- People buy value for money – only 20% buy the cheapest
- Sell value not price: your USP
- If necessary use a "price condition" question

Rule 10: Don't just talk, show

- Many people buy with their eyes rather than their ears
- Use visual tools to help you sell
- Handle with care!

The 10 rules of professional selling

1. Recognise everyone is different
2. Sell yourself
3. Ask the right questions
4. Practice your listening skills
5. Link features to benefits
6. Turn needs into wants
7. Be selective with product knowledge
8. Exploit your USP
9. Don’t be afraid of your price
10. Don’t just talk, show

Group exercise

“Oranges and lemons”

Turning features into benefits

Group exercise

Identifying your USP

What makes you special?

Verbal & non-verbal communications

“Mind your language” and
“body talk”

Positive people sell, negative people don't

- Show enthusiasm
- Say what you can do, not what you can't
- Compliment, don't criticise
- Make it easy to say yes
- Use their terminology, not your jargon
- Give people time to think, don't interrupt
- Avoid exaggeration: never promise what you can't deliver
- Use your customer's name
- Please and thank you
- Avoid words that give negative feelings

Mind your language

Negative

- You won't know...
- You'll miss out on...
- Sign for
- Change
- Pay

Positive

- I expect you'll know...
- You'll join...
- Authorise/agree
- Develop/improve
- Own

Remember to KISS

- Avoid business terminology
- Avoid jargon
- Avoid the 3rd person – keep it personal
- Avoid too many words/long explanation

Selling add-ons (cross-selling)

- **Avoid** "will there be anything else?"

- **Use**: *"Just while you're here, did you know we offer…?"*, or: *"Just while you're on the phone, did you know we offer…?"*

Body language – things to watch

- Seating
- Height
- Posture
- Hands
- Eyes

Group exercise

Upselling and cross-selling

Maximising your visitor spend

Upselling

Increasing the value of the sales transaction

Cross-selling

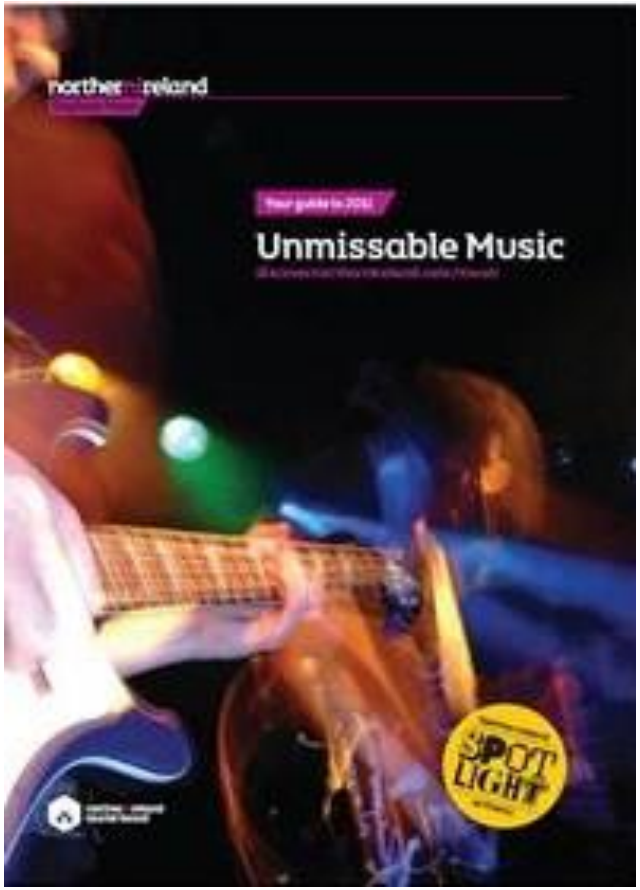
Selling an “add-on” or complementary service/product

A local example: Unmissable Music

"While you're here..."

Ideas to inspire a longer stay

- What to do
- Where to stay
- Where to eat



Group exercise: upselling

Scenario 1: Upselling N Ireland

A potential customer has rung to ask for further information on a music festival in Northern Ireland. A possible day trip. What would you say to encourage him/her to have a longer stay?

Group exercise: cross-selling

Scenario 2: Cross-selling network TIC services

A touring visitor has come to the counter to ask for information on where to stay. What would you say to sell your booking services? What additional network services could you offer?

Group exercise

Feedback session

This is what we have covered today

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Action planning

What will you do differently tomorrow?

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Thank you for coming today!