



Global Tourism Sales

Research suggests that in the future over 50% of Australia's International visitors will come from non-English speaking markets. To address this new trend, Global Tourism Sales has been designed to develop tourism sales teams to communicate more effectively across a range of cultures.

Global Tourism Sales is a practical workshop to further develop skills in sales communications to cross cultural audiences at trade shows, sales missions, sales calls and networking opportunities. In this highly competitive market place, now more than ever tourism businesses need professionally trained staff to represent their company at home and to overseas markets.

Learning Outcomes

This workshop will provide participants with the following skills: -

- Increased confidence in dealing with other cultures
- Development of an effective sales message for target markets
- Communicating more enthusiastically
- Handling objections or questions
- Creative sales solutions and
- The art of effective closes

Participants will also receive a workshop manual with background on a range of key sales and communication issues. The workshop will develop these skills in small groups with hands-on role plays of key sales activities.

Target Audience

Global Tourism Sales is designed for those companies and team members involved in sales, marketing and communicating in the global

marketplace. The workshop will provide excellent preparation or review of communications for key sales calls, missions and trade shows.

Course Duration

Global Sales Communications is a one or two day program, although this can be modified for in-house workshops subject to the needs of the group.

Price

The workshop will be in small groups and incorporate a full range of activities. The fee will vary subject to the specific needs of the group and the length of time available.

Workshop Leaders

Don Jolly, principal of Global Tourism Solutions will be the workshop leader for Global Tourism Sales. Don has enjoyed an extensive career in tourism sales, marketing and management with key positions postings in Asia, UK and Europe providing him with an in-depth knowledge of sales and communications with inbound markets.

For more information or to confirm your place on the next workshop, please call, email or fax and we look forward to discussing the outline and meeting in the future.

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