



Supercharge your Sales

- Double your Sales in Two Years -

In this increasingly competitive marketplace, getting your fair share of sales is an ongoing challenge for all businesses.

In a world of dynamic change and digital revolution where customer experience becomes more of a priority, this masterclass shares best practices from the world's best hotels, restaurants, pubs and retailers on how to develop a cross-department sales culture in your business.

It encourages a balance between using new technologies and returning to the basics of profitable sales. After all, sales is still a numbers game! It's about...

- Driving footfall
- Converting as many as possible to buyers
- Increasing average spend

You will learn about...

- *Developing a sales culture across the business*
- *Cross-selling other departments to as many customers as possible*
- *Increasing average spend*

You will be encouraged to take a fresh look at your business through a different lens. Using case studies and best practices from global brands, this masterclass will guide you to **Supercharge your Sales...** by getting your priorities right... and by managing the sales process.

For who

- Owners
- Directors, Senior Managers
- Anyone accountable for achieving sales targets

Content

- Help you to relook at your competitive positioning, develop your Unique Selling Proposition and **agree corrective actions**
- Create a solid acquisition plan to drive more **customers**
- Improve **conversion** with best practices from the worlds of retail and hospitality
- Increase **average spend** using price architecture... up-selling and link-selling techniques
- Maximize productivity of your sales team
- Agree actions for immediate benefit

Benefit

- Fresh ideas to motivate and give hope
- An action plan for immediate impact on your business and sales
- Share best practices with other like-minded people

Training Style

- Relaxed, supportive but challenging
- Lots of real-life practical examples
- Participative, inclusive and fun
- While experience on its own is a tough teacher, this structured and focused training makes it easier

Duration

- This can be a one or two day masterclass

Contact

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If we train our people, they might leave. But what if we don't train them – and they stay? (Richard Branson)