



How Big is Your Sales Team?

One of the many common threads that are currently running through the special events industry is that sales teams are being asked to take on more and more responsibility because the sales team has been reduced due to budget cuts. This is especially prevalent in hotels, resorts, private clubs and event venues. Among other budget cutting tactics, sales teams have been reduced, however the overall financial goals have remained the same if not increased.

Once again, the name of the game is adaptability and those who adapt easily and gracefully stand to benefit the most. Not only by the perception of being a team player, but you will also learn the most about constantly raising the level of your game – strategic thinking! Working smart is a lesson well learned early in the game, and when presented with difficult and challenging situations, industry professionals are given the opportunity to grow.

Whether or not you are faced with a reduced sales team, one tremendous opportunity for growing your business and increasing your “sales team” comes through the other people and companies that you align yourself with that, in essence, become an extension of your sales team. The only difference is that they are not on your payroll! These alliances can be called “strategic partnerships”, and that is the very subject of our next webinar coming up on May 12. Learning to carefully select and maximize these relationships is a very effective way to increase revenues and create an extraordinary network within your industry.

Want to learn more? Register for our educational webinar on May 12 and start **growing** your sales team rather than reducing it!

For more information on the Beverly Clark Hospitality Training Programs, please contact Lynne LaFond DeLuca at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com

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