



# Sales Training for Travel

10 December 2019 • The Science Gallery, Great Maze Pond, London, SE1 9GU

## Agenda

09:30 **Registration, tea and coffee**

10:00 **Selling travel – an introduction**

- Selling the intangible – what makes travel unique?
- Key techniques and strategies for travel sales
- Common challenges e.g. conversion rates

**Gary Grieve**, Managing Director, **Capela Training**

10:35 **Identifying customer trends and new purchasing behaviour**

- The role of the trusted travel professional
- Consumer booking habits – ABTA insight
- Industry trends

**Emily Jones**, Media and PR Manager, **ABTA**

11:00 **Communication skills**

- How communication works: the three parts of communication
- Face-to-face vs phone
- Listening skills
- Written communications: social media, email, text, live chat
- Where and when to use written and spoken communication methods: benefits and drawbacks of each

Interactive session led by **Gary Grieve**, Managing Director, **Capela Training**

11:30 **Tea and coffee break**

12:00 **What are your legal obligations and how do you effectively communicate these to customers?**

- PTRs – the key elements for consumers
- GDPR
- Communicating FCO and visa advice
- Communicating ABTA/ATOL benefits during a sale
- Good (and bad!) practices

**Matt Gatenby**, Senior Partner, **Travlaw**

12:30 **Workshop: the customer journey**

- Tracking your customer's journey
- Assessing customer expectations
- Which types of enquiry to prioritise
- Identifying key buying criteria

**Gary Grieve**, Managing Director, **Capela Training**

13:15 **Lunch break**

14:15 **Leading a call**

- B2B vs B2C
- Automated answering systems
- First impressions
- Building rapport
- Taking messages and transferring calls
- What happens next?

**Gary Grieve**, Managing Director, **Capela Training**

14:45 **Industry insights: evolving customer behaviour through social media and online**

- Challenges posed by digital channels
  - Future of digital call centres
  - Converting enquiries into bookings online
  - The role of web chat
- Interactive discussion

15:15 **Tea and coffee break**

15:40 **Closing sales**

- Spotting buying signals
- Handling objections and managing negotiations
- Closing the sale
- After the sale and upselling

**Gary Grieve**, Managing Director, **Capela Training**

16:05 **Workshop: recapping and applying learnings**

Attendees will revisit earlier customer journey scenarios, applying learnings from the day to improve sales strategies across phone, web and email.

**Gary Grieve**, Managing Director, **Capela Training**

16:30 **Summary and close**

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## About the event

**ABTA's practical new one-day seminar has been designed to provide training on sales strategies and skills for sales professionals within travel companies of all sizes.**

Whether you are from a tour operator or travel agent, this course has been designed for those who are looking to refresh their existing sales techniques, reassess current strategies or who are new to the travel sales environment. Attendees will benefit from a full day of training, including a recap on sales strategies and typical customer journeys as well as practical sessions on handling customer enquiries, converting leads and closing sales through various channels – web, email, social and phone.

Hear how other travel businesses have adapted to the surge in digital enquiries and how they respond to leads through **social media and web chats**. Learn how to improve your conversion rates via telephone sales and get top tips on **negotiation skills** and **upselling on existing bookings**.

Hear from a travel lawyer on the must know legal issues affecting sales, including the **requirements under the Package Travel Regulations** and **GDPR**. Get guidance on how to communicate the importance of the trusted travel expert and benefits of ATOL/ABTA financial protection and how this can assist in converting leads. Get insights from ABTA on the latest consumer habits in travel.

The day will be led by an experienced travel industry sales trainer who will provide first-hand guidance and insight as well as **answering your specific questions**.

## Benefits of attending

- Get in-depth and tailored sales training **specifically for travel**
- **Reassess and refresh** your sales strategies – are they still up to scratch?
- Hear **case studies** from leading travel companies including **digital contact centre strategies**
- Hear tips for how to **improve lead conversion rates** and **upsell** on existing bookings
- Take part in **practical workshops** to bring together learnings from the day
- Network with industry peers and share **solutions to common challenges** around handling enquiries and closing sales

## Prices

ABTA/Member partner     **£235 plus VAT**  
Non-Member/Partner\*     **£355 plus VAT**

*\*To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit [abta.com/join](http://abta.com/join)*

## Who should attend?

ABTA Members and the wider travel industry including the following from travel companies of all sizes:

- Sales team leaders
- Sales and reservations teams
- Sales managers.

## Register now

You can book online and pay by credit card or request an invoice. Visit [abta.co.uk/abtaevents](http://abta.co.uk/abtaevents) to book.

You can view our terms and conditions on the event webpage at [abta.com/eventstermsandconditions](http://abta.com/eventstermsandconditions)

## Group booking discounts

Book **three places** and get **50% off the third place**

*This discount will be automatically applied when you book online.*

**If you are looking to book for a larger group please contact [events@abta.co.uk](mailto:events@abta.co.uk) for a bespoke discount.**

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email [mturton@abta.co.uk](mailto:mturton@abta.co.uk)

## About the trainer



Gary Grieve has, since 2003, owned and managed Capela Training, offering customer focused training to travel, tourism and hospitality businesses. He develops and delivers training in sales, marketing and business skills and is accredited to train both WorldHost (customer service) and China Welcome courses. Recently he has led a nationwide series of bespoke training programmes with VisitEngland to develop international tourism markets. Gary was previously in management roles with leading specialist tour operators Bridge Travel, Saga Holidays and Jetlife. He is a popular speaker at travel industry events and a serial travel awards judge. He spent four years as an elected Board Director of UKinbound, following three years as Chair of the CIM Travel Group.

## Upcoming events

### Advanced Social Media in Travel

21 November, London

### A Practical Guide to Arbitration and Conciliation

4 December 2019, London

### Complaints Handling Workshop

30 January 2020, London