



“Kick Up Your Game, Kick Out Your Competition!”

Topics this year:

- Being a Consultative Salesperson vs. Feature-Pitching
- How to Get Responses from Emails and Voicemails to Increase Sales
- How to Make the Most Out of Site Inspections to Increase Your Conversion Ratio
- Making Yourself Easier to Do Business with: Account Mapping and Communication
- Managing Your Time and Priorities Better-Get More Out of Your Day
- Meeting Planner Roundtable: Working through Your Sales Funnel
- Personal Branding so Everyone Knows and Respects You
- Referral Selling-Turning Friends into Clients
- Many more tips, techniques and strategies to **book more business**

This year's drill sergeants/instructors include:

- Gary Hernbroth, Training for Winners
- Lane Kelly, Virginia Business Magazine
- Various Association and Corporate Meeting Planners

Who should attend?

- Sales Managers
- Directors of Sales
- Catering Managers
- Anyone responsible for generating sales

When: **July 21-22, 2010**
Wednesday, July 21st – 8:00 am-5:00 pm
Thursday, July 22nd – 8:00 am-3:30 pm

Where: **Richmond Marriott West**
4240 Dominion Blvd., Glen Allen, Virginia 23060
804-965-9500 or 800-627-7468

Questions? **Virginia Association of Hospitality Sales & Meeting Professionals (VHSMP)**
10231 Telegraph Rd., Suite A, Glen Allen, VA 23059
Contact Meghan at 804-747-4971 or info@vhsmp.org

AGENDA

2010 Hospitality Sales Boot Camp - July 21-22, 2010

Wednesday, July 21, 2010

- 8:00-8:30 Continental Breakfast
- 8:30-9:45 **Boot Camp Purpose & Objectives**
Personal Branding
- 9:45-10:00 Refreshment/Communication Break
- 10:00-Noon **Lane Kelly**
Referral Selling- Turning Friends into Clients
- Noon-1:00 Lunch
- 1:00-2:30 **Making Yourself Easier to do Business with:**
- **Account Mapping**
 - **Communication**
- 2:30-2:45 Refreshment/Communication Break
- 2:45-4:30 **Making yourself easier to do business with:**
- **Being a Consultative Salesperson vs. Feature-Pitching**
 - **Managing Your Time and Priorities Better- Get More Out of Your Day**
- 4:30-5:00 Wrap Up and Q & A

Thursday, July 22, 2010

- 8:00-8:30 Continental Breakfast
- 8:30-9:45 **Responding to RFPs Effectively and WIN MORE BUSINESS**
- 9:45-10:00 Refreshment/Communication Break
- 10:00-Noon **Meeting Planner Roundtable: Working Your Way through the Sales Funnel**
- **Site Inspections**
 - **Sales Calls**
 - **Tradeshows**
 - **Contract Negotiations**
- Noon-1:00 Lunch
- 1:00-3:00 **Hospitality Sales Idol**
An interactive exercise where participants put their knowledge to the test in front of actual clients
- 3:00-3:30 Wrap Up and Q&A

DRILL SERGEANTS/INSTRUCTORS

Gary Hernbroth, Training for Winners (LEAD INSTRUCTOR)

Gary is a trainer, speaker, and performance coach with over 32 years of leadership in sales, marketing, and management in the hospitality and meetings industry. He has developed and delivered keynotes, training programs, breakout sessions, facilitation of retreats and board meetings, as well as one-on-one development coaching for thousands of people in various businesses and industries across the USA and Canada.

Gary earned his Bachelor's Degree from The School of Hospitality Business at Michigan State University. He was recently presented with their "Distinguished 75th Anniversary Year Alumnus Award", and is a member of MSU's School of Hospitality Business Appointed Board of Directors. As an Honorary Faculty Member, he returns to the campus each year to address various classes and mentor upcoming graduates in preparing them for the business world.

Gary invested 17 years as both a manager of departments and a sales team leader during his hotel career, responsible for results in both the operations and sales/marketing aspects of the business for successful hotels such as the Westin St. Francis, Fairmont Hotels, and Park Lane Hotels International in San Francisco. He was also responsible for sales in the pre-opening of a 1,006 room luxury hotel, building its business from square-one. He is a member of the National Speakers Association, PCMA, ASAE, MPI and HSMIAI, and is an active member of the CIC (Convention Industry Council), APEX Contracts Panel and Education Committee.

Lane Kelly, Virginia Business Magazine (REFERRAL SELLING INSTRUCTOR)

Mr. Kelly began his career working for the National Aeronautics and Space Administration in 1967 as an aerospace physicist, developing instrumentation for both spacecraft and aeronautical applications. Mr. Kelly then went on to serve as president of Jewett Automation, an engineering company that designed and implemented automated robotic assembly systems and custom assembly machines. Mr. Kelly became a nationally recognized expert in the design of automated manufacturing systems. He developed and presented courses in Developing Robotic Systems for the National Association of Manufacturing Engineers in the US and Canada. From 1994 to 2000, Mr. Kelly served as the director of sales for Interactive Communications, which provided a variety of fax broadcast services.

In 2001 Mr. Kelly formed the Lucid Consulting Group, which offers consulting services to help individuals and corporations develop new business through referrals. The Lucid Consulting Group provides a variety of consulting services to help professionals increase their performance through referral marketing. As an Assistant Director for the Business Network International, the world's largest networking organization for individuals, Mr. Kelly has provided training for BNI groups on the methods of selling by developing a network of referral sources. Mr. Kelly was recognized as the BNI mentor of the year (2001) for the Central Virginia Region. In 2002, Mr. Kelly received the BNI Lifetime Achievement award for the Central Virginia Region.

In 2004, Mr. Kelly joined Virginia Business as the Business Development Manager. Virginia Business is the premier business-to-business magazine for the state of Virginia.



2010 Hospitality Sales Boot Camp - July 21-22, 2010

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PLEASE PRINT:

(Please make copies for additional registrants.)

Registration Fees: Registration form with payment must be received by **Friday, July 9th**. Your space will not be held until payment is received!
Same Prices as 2009!

- Members—First attendee is **\$199, \$169** for additional attendees from same property/company
- Non-Members—First attendee is **\$249, \$219** for additional attendees from same property/company

Company: _____

City: _____

Name (1): _____

Title: _____

E-mail: _____

Phone: _____

Special Needs: (Food Allergy/Handicap): _____

Name (2): _____

Title: _____

E-mail: _____

Phone: _____

Special Needs: (Food Allergy/Handicap): _____

Referral Code: _____

*Return form with
payment to:
VHSMP
10231 Telegraph Rd.
Suite A
Glen Allen, VA 23059
Fax: 804-747-5022
Tax ID# 90-0056386*

First attendee = \$ _____
 _____ # attendees x \$ _____ rate = \$ _____
 Total: \$ _____

Payment can be made by check payable to VHSMP or by credit card (MC, Visa, Amex, Discover). Please print legibly.

Acct #: _____

Acct: 4072

Exp. Date: _____ Sec. Code: _____

Name on card: _____

Signature: _____

No refunds for cancellations; however, substitutions are allowed and encouraged.

HOTEL RESERVATIONS:



Rooms are available under the “VHSMP Boot Camp” Room Block:

Tuesday, July 20, 2010 and Wednesday, July 21, 2010 \$119 rate

Cut off date is Wednesday, **June 30, 2010.**

To make your reservations call 804-965-9500 or 1-800-627-7468

Richmond Marriott West, 4240 Dominion Blvd. Glen Allen, Virginia 23060, 804-965-9500

DIRECTIONS to Richmond Marriott West:

From the Interstate:

From Richmond: West on I-64, take Exit 178-B or US-250 East (W. Broad St.). At the first light, turn left on Dominion Boulevard. Hotel is on the left.

From Norfolk/Virginia Beach West on I-64, in Richmond take Exit 178-B or US-250 East (W. Broad St.). At the first light, turn left on Dominion Boulevard. Hotel is on the left.

From Charlottesville: East on I-64, in Richmond take Exit 178-B and bear right onto ramp to go East on W. Broad St. (US-250), and move immediately to the left lane. At the first light, turn left (North) on Dominion Boulevard. Hotel is on the left.

From Washington, DC: South on I-95, take Exit 84-B (I-295) towards Charlottesville. When I-295 ends, take the left exit (Exit 53-B) to get onto I-64 East towards Richmond. At Exit 178-B bear right onto ramp to go East on W. Broad St. (US-250), and move immediately to the left lane. At the first light, turn left (North) on Dominion Boulevard. Hotel is on the left.