

# MAX Sales Conversion from Show Rounds



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[www.maximatraining.com](http://www.maximatraining.com)

**On this programme we train your show round champion and give them an online interactive training programme they can utilise to train your whole team**

# MAX Sales Conversions from Show Rounds

## 1. Overview

This dynamic programme has been designed to enable you to maximise sales conversion from show rounds for your venue.

We think every venue should have a show round champion. This champion should be responsible for making sure that your team take every opportunity to maximise sales conversion from show rounds. Your show round champion should be your lead for setting show round standards for you venue. Your show round champion should be able to train the rest of your team and induct new people into the business winning show round standards you set for your venue.

With the above in mind, we have innovated MAX Sales Conversion from Show Rounds to train your show round champion to train your team. Your show round champion attends a dynamic one day programme with Wendy Clark and Martin Pepper of Maxima Training. Wendy and Martin will take your show round champion through cutting edge show round ideas, principles, process and techniques, which your champion can bring back to enrich your business.

Your show round champion will receive a personalised copy of the comprehensive MAX guide to Maximising Sales Conversion from Show Rounds which they can use for ongoing reference and training.

Your show round Champion will also be licensed to use MAX online show round training modules to train the rest of your team. Your show round champion can utilise these online modules to run cost effective focused training sessions for people in the team, which will enable the team to embrace the standards you set for your show rounds. The online modules have been designed to cover every aspect of a show round. Your show round champion can make sure that people are trained on the key parts they may have to play on a show round. So for a very small investment you can make sure your team are fully trained on the art of Maximising Sales Conversion from Show Rounds.



**Words are words, promises are promises, only performance is reality.”**

Harold Geenen 1910 - 1997  
Top American businessman



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# MAX Sales Conversions from Show Rounds

## 2. Aim and content

To enable your show round champion to train the key people at your venue to MAX Sales Conversion from Show Rounds utilising The MAX online Show Round training modules.

**By the end of the programme participants will understand and be licensed to train the rest of your team on;**

- ✓ How to put the show round in a business context.
- ✓ How to understand your potential clients preferences.
- ✓ How to prepare for a show round part 1 - The client.
- ✓ How to prepare for a show round part 2 - The venue and the team.
- ✓ How to create a WOW welcome to maximise a great first impression.
- ✓ How to conduct a WOW show round which will include modules on.....
  - How to innovate and utilise 'Purple cows'
  - How to show public areas
  - How to show F&B areas
  - How to show meeting rooms
  - How to show bedrooms & bathrooms
  - How to show leisure areas
  - How to introduce key team member to the client on a show round
  - Special considerations on a wedding show round
- ✓ How to end the show round with a WOW ending and asking for the business.
- ✓ How to follow up your show round.
- ✓ How to handle walk in show rounds.
- ✓ How to measure show round conversion.



**"If you can't give them more than they can get from your website on a show round, what's the point of the show round?"**

Martin Pepper  
Maxima Training



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# MAX Sales Conversions from Show Rounds

## 3. The programme

The programme runs from 0900 to 1700.

The day will be highly motivational and participative. Your show round champion will work through the MAX Sales Conversion from Show Round programme learning the process, skills, principles and techniques that combine to create a wow show round.

As we work through the programme, we will also be exploring the online training material and how your show round champion can utilise this to train the rest of your team.

Your show round champion will leave the programme with a personalised copy of The MAX guide to Maximising Sales Conversion from Show Rounds.

Your show round champion will also receive a link to the online training materials they can use to train the rest of your team. The online training materials consist of a series of interactive video based modules with training plans, which your show round champion can work through with groups or individuals on induction for example. The video element ensures the team get a consistent message. To accompany each video element there are exercises the team work through to tailor the learning to your individual venue. This makes the training focused, consistent, easy to run and very interactive. The online training is broken down into bit size chunks which can be digested by the team over time.

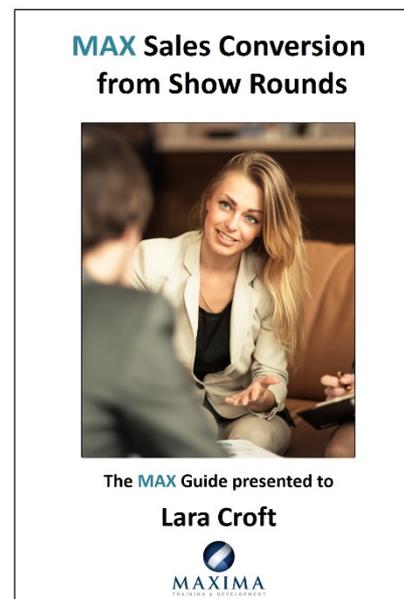
Following the programme your show round champion will have a phone coaching call with Wendy Clark to ensure they understand and are confident to utilise the training materials to train the rest of your team.

Each quarter your show round champion will receive a copy of Purple Cow our online show round ideas news letter. This will contain new ideas your business can utilise to consistently improve your show rounds.



**There is a good reason why we call it a show round. That's because we need to put on a show. Otherwise it is just an escorted tour and potential customers want show time."**

Wendy Clark  
Maxima Training



**Each participant is presented with a personalised work book**

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# MAX Sales Conversions from Show Rounds

## 4. Who should attend

This programme is for your venue show round champion or champions. The person attending will need to utilise the tools this programme provides to train the rest of your team. We will train your show round champion on cutting edge show round ideas, process, principles and techniques. We will also show your show round champion how to utilise the online modules to train your team. We would suggest your show round champion understands the commercial need for show rounds and has experience of running show rounds. We would also suggest your show round champion is a confident communicator who can utilise the online tools provided to lead short dynamic training sessions with your team.

- ✓ GM's
- ✓ Operation Managers
- ✓ Sales Directors
- ✓ Sales Managers
- ✓ Sales executives
- ✓ Training Managers
- ✓ Meetings and Events Managers
- ✓ Departmental Managers
- ✓ Wedding planners

This programme is an open programme so people from different venues will be attending. In our experience people gain a lot from attending open programmes as they get to see other people in the market and gain new ideas. However, we can run this programme as a bespoke in-company programme if that better meets your needs.



**Some of our important choices have a time line. If we delay a decision, the opportunity is gone forever. Sometimes our doubts keep us from making a choice that involves change. Thus an opportunity may be missed."**

James E Faust 1920 - 2007  
American lawyer, politician and religious leader



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# MAX Sales Conversions from Show Rounds

## 5. Programme leaders

**Wendy Clark** [wendyclark@maximatraining.com](mailto:wendyclark@maximatraining.com)

Wendy has 30 years experience of conducting and training people to maximise sales conversion from show rounds. Wendy started her sales career selling cars, a show round on wheels as she puts it. Wendy then sold advertising before getting into hotel sales where she worked her way up to become a DOS before co-founding Maxima Training in 1995. Wendy estimates she has been on over 1,500 show rounds around the globe and she has learned something from each one. On this programme Wendy will give you the tools and inspire you to want to go back and inspire your team to take show rounds at your venue to new levels of wow!

**Martin Pepper** [martinpepper@maximatraining.com](mailto:martinpepper@maximatraining.com)

Martin, like Wendy, has a wealth of experience of running and training people to do show rounds. Martin started his sales career in the airline industry before joining Forte Hotels as a sales manager. He worked his way to become responsible for sales training for the group before co-founding Maxima with Wendy in 1995. Martin has innovated many new ideas for show rounds by researching what other successful industries do to demonstrate their products. Martin has used this research to innovate new ideas for our industry which he will share with you on this programme.

## What people say

'Firstly I would like to say how enjoyable and useful I always find the Maxima training. This training in particular was well structured, fantastically delivered by Wendy and Martin and I have been putting all of the points learnt into practice. I took so much away from the course, the content of which was spot on and relevant throughout. I would recommend this course to any delegate that has either no experience or lots of experience in show rounds as everyone can learn something new. Out of 10, I would say 10! Thank you very much.

**Cheval Residences**



**The only thing worse than training employees and loosing them, is not training them and keeping them."**

Zig Ziglar 1926 - 2012  
Motivational author and speaker



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# MAX Sales Conversions from Show Rounds

## 6. How to book, fee and License agreement

### To book

Email [Maxteam@maximatraining.com](mailto:Maxteam@maximatraining.com) or call us on 01403 733337 to request a place

### Fee

The fee is £750 plus VAT per person and includes;

- ✓ A dynamic Show Round training day with Wendy Clark and Martin Pepper
- ✓ A copy of The MAX Train the Show Round Trainer guide
- ✓ A license and guide to utilise the MAX online Show Round Training materials for **one year for one nominated venue \***
- ✓ Tea or coffee on arrival
- ✓ Mid-morning tea or coffee
- ✓ Lunch
- ✓ Mid afternoon tea or coffee
- ✓ A follow-up phone coaching call with Wendy to ensure you understand how to utilise the training materials
- ✓ A quarterly Show Round idea news letter called the Purple Cow

### License agreement

By attending this programme the participant is licensed for one year to utilise the online training materials to train people at one nominated venue. At the end of the year the license can be renewed for a further year for a fee of £250 plus VAT per venue. The license can be renewed each year thereafter for a fee of £250 plus VAT per venue.

**\* A person who becomes licensed on this programme can utilise the training at more than one venue for an additional nominal fee of £250 plus VAT per extra venue per year.**



**An investment in knowledge pays the best interest."**

Benjamin Franklin 1730 - 1774  
American inventor, statesman and many other things not least a man born well ahead of his time



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# MAX Sales Conversions from Show Rounds

## 7. Terms and conditions of booking

On receipt of your booking, Maxima will confirm your booking via email. Maxima Training & Development will invoice you the fee of the programme and for the License to access the online modules following the training programme (plus vat) for which the payment is due on receipt.

All fees must be paid within 30 days of the invoice date, or if sooner prior to the training day taking place. Any invoices that are not settled within our 30 day payment terms, Maxima reserve the right to charge interest on these outstanding monies.

Once booked fees are not refundable and cancellations are charged in full. Substitutions are allowed at any time. Maxima reserve the right to cancel or postpone any programme where minimum numbers are not obtained. In such a case participants will be offered a full refund or a place on an alternative programme.

Should a programme need to be postponed or cancelled, Maxima will notify participants at least 14 days in advance of commencement of the programme.

By attending the train the trainer programme paying £750 plus VAT, Maxima will license the attendee to utilise the MAX online training materials to train people on how to maximise sales conversion from show rounds at their venue for one year.

To renew the license and to continue to have access to the online training materials and monthly news letter a yearly license renewal fee will be charged of £250 plus VAT.



**I think it is very important to have a feedback loop, where you're constantly thinking about what you've done and how you could be making it better."**

Elon Musk  
Business Magnate and worth a fortune



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