

Customer Experience Programme

The Ultimate Caravan & Lodge Sales Course

Mention 'Sales training' and it can make grown men tremble. This should not be considered as another 'Sales Training' course. The 3-day course will suit everyone from an experienced salesperson to a brand new Park Manager.

Key course points

- ✓ Delivered by **experts** that have worked in the industry
- ✓ A learning experience delivered at **Westminster College, Cambridge**
- ✓ Built on **customer service** without using 'Sales techniques'
- ✓ Combining home, online and classroom learning - *interactive and fun*
- ✓ Learn from **others' experiences**
- ✓ Presentations from **industry leaders**

Developed over 20 years this is a very modern approach to assisting customers and is delivered by experts with a proven track record. The course is fun with guest presenters and a little interaction from you. The engaging course turns things on their head uniquely putting the customers in charge, understanding their needs while ensuring buying a holiday home is a pleasure for everyone involved.

Delivering the customer experience requires knowledge and credibility; our unique, online pre-course module is designed to have the candidate ready and tuned to get the most out of the customer experience programme. This is not just a quick questionnaire; there is work to be done! The engaging and comprehensive course is designed to develop experts, challenge perceptions and present you with the tools to transform your business.

Elements

- Be an expert on your product and industry
- Become the expert in every area of caravan and lodge sales
- Implementing professional and compliant systems and procedures.
- Look the part and lead by example
- Creating the ultimate experience
- Understanding the customer's needs and guiding them to the perfect solution
- Negotiation
- It's not just about taking a deposit

Knowledge is power, and by extending the reach of that knowledge, it makes us better equipped to offer tailored solutions for our customers. Our vision was to design a course aligned with today's savvy customer and maximize sales opportunities.

All our courses are held at Westminster College in the center of Cambridge. This wonderful venue is as inspiring as the courses themselves.

Three day course

Accommodation

If you would like to stay in the lovely rooms at [Westminster College, Cambridge](#) you can book a room from £74.95 per night.

There are many more hotels to stay in Cambridge, here are a few we would recommend: [The Varsity Hotel & Spa](#), [DoubleTree by Hilton](#), [Hotel Felix](#), [Hotel du Vin](#)



*Normal price £2198.90

Please note that the online elements will take time to complete, this must be done prior to course attendance.

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What does the course look like?

1 The first element on the course is online and can be completed at your leisure. You will receive a link to complete this around 1 month before your course date. It requires you to complete details that are relevant to your park and product. (you need to allow a couple of days to complete this)

2 When we receive a notification that you have completed we then prepare your personalised course folders ready for your arrival.

3 The three-day course looks at our customers and how they like to buy. The course is built completely on service and is very different to any other sales course. The whole journey keeps the customer in mind and is about them enjoying themselves, so guess what? You enjoy yourself too.

4 Also incorporated are additional tools that you can use to help customers buy; for example finance, subletting and holding owner events. We will have guest speakers that can bring these elements to life.

5 You will leave the course with a new way of working and a training folder that should become your Bible. This is guaranteed to not only make you more sales but also make your role of selling on park more enjoyable.

Your questions answered...

Q: Is there support for the online pre course module?

A: Yes, the team will be on hand to help and advise where needed.

Q: Are there any practical elements?

A: Yes, there will be role playing in small groups, but don't worry, it is a fun and supportive environment.

Q: Do you need to bring anything?

A: No, all the tools needed are provided. Just bring an open mind, energy and a learning ethos.

Q: Will there be breaks?

A: Absolutely, we are aware of the pressures when away from the office so you will have time to make the important calls and reply to those emails.

Q: Is there homework in the evening?

A: No homework. However, the first evening we will enjoy a meal together so you can get to know your fellow peers and network leaving the remainder of evenings free for you to decide.