



Holiday Home Sales Management

Time for a transformation

Sometimes we take it for granted that we 'just sell' holiday homes. To really maximise opportunities, your sales operations needs managing! This course will ensure you have the correct focus, tools, and procedures to leave nothing to chance.

Key course points

- ✓ Delivered by holiday park sales professionals
- ✓ A learning experience delivered at **Westminster College, Cambridge**
- ✓ 6 month follow on support
- ✓ Useful templates and procedures to take away
- ✓ Learn from **others experiences** on the course
- ✓ Presentations from **successful leaders** in the industry

Our goal is to offer a course that shares over 20 years of experience at the very highest level. Sales is the corner stone of most businesses and as such must be given the highest priority and attention.

We all need to manage our sales; this is about structure and planning. This course is as relevant to a park owner looking to manage their sales operation more effectively as it is to an experienced sales manager or the stars of tomorrow earmarked for succession.

A Sales Manger's role is to create an environment for success and by working collaboratively with the whole park team towards a shared goal, results will happen.

Elements

- Understanding strategies
- Compliance and accountability
- Leadership styles and techniques
- Effective KPI's
- P&L responsibility
- Marketing and planning
- Budget and target setting
- Planning and implementation
- Sales tools that you need to deliver a world class performance
- Stock management - the life blood
- The power of an effective CRM system
- Coaching and succession planning
- Team meetings made valuable, inspiring and interesting
- Team appraisals - how to feedback and manage performance

This course is not to be missed and is an essential investment into the business to effectively and efficiently grow your team, grow sales, grow revenue and grow profit.

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

Two 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 £1538.90

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Your questions answered...

Q: Who is facilitating the course?

A: The course is led by industry experts who have been high performers in their field, from front line sales all the way to Sales and Marketing Director positions within leading organisations.

Q: Will the course be relevant to me?

A: If one of your business goals is to grow sales, then yes it is. We have been in your shoes and want to share tried and tested formulas. We are a forward-thinking team who are innovative and constantly striving to implement the latest technologies to integrate into the industry and we want to share this with you.

Q: Is it just another course?

A: No, along with all the excellent course content, guest speakers, idea sharing and networking you will come away with useful templates and procedures you can immediately implement into your business to make an instant difference.

Q: Are there any practical elements?

A: Yes, there will be interactive sessions, 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 all 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.