

## 2017 Pinnacle IBT Training – Overview (June 2017)

<u>Topic</u>	<u>Content</u>
Hotel introductions	PPT with all hotel slides combined
State of Industry	YTD stats from brand, STR and other sources
IBT Sales Team/Join Forces	Preferred reporting Remington shared accounts Ways to join forces
Solicitation & Finding New Business	Roger Westman- TravelClick- Agency Targeting/Comp Set Manager Recap Agency Targeting Review IATA & PCC look-up tools- Case studies/break-out Tools/best practices for prospecting sources & finding new accounts Review Saturation Plan Teams break-out – develop Jeopardy questions- Play team Jeopardy
Qualifying/Account Profile	Roll-out IBT Profile form & user guide Break-out/develop questioning Groups present qualifying questions importance and types of questioning
Driving Account Marketshare	Driving Account Marketshare PPT Break-outs to develop strategies to penetrate an account Local offices                      In-house guests Feeder Cities                      Brand national sales Travel Management Company   Corporate Travel Manager Group presentations
Working with Above Property Sales	Role of property sales/global sales Theresa Amos, Global Travel Mgr, Hilton Worldwide Christy Rowan, BT Account Mgr, Marriott
Overcoming Objections	Steps in Overcoming Objections Break out, develop steps to uncover & overcome objection Location              B-fast/Concessions              Transportation Rate                      Brand/Loyalty                      Availability issues