

BE PEOPLE SMART Kickstart Your Sales Success

Understanding your communications style and how it relates to your clients is a proven, successful tool to producing bigger and better results.

One of the key skills in hospitality sales is the ability to quickly gain the trust of a prospect. Whether it's a phone call or site inspection, you have a limited amount of time to ascertain their need, make a connection and create a relationship. We all know that people buy from people they trust and people they like. You're likeable, knowledgeable and experienced – so why is it that you're successful with some prospects and not others? What is that intangible element that makes people click, and the sale close?

That element is often Emotional Intelligence – the ability to understand a client's style and adjusting yours to complement it, while still being yourself.

- *learn how to read your clients' styles – in person, online and over the phone*
- *adjust your sales style to reach more people and close more deals*
- *use Emotional Intelligence to build client relationships that can lead to repeat business*



[Dean Savoca, M.Ed., BCC, CSP™](#) is the performance development partner for leaders who want highly-effective teams that are focused, aligned and inspired. Simply put, Dean helps leaders coach their people. A 25-year veteran of the meetings and events industry, Dean combines an early career in hospitality sales and operations with a Master's Degree in Organizational Performance and Change, and has spent the last 15 years speaking, training and coaching on leadership and development. He helps participants identify the core issues they face daily that impact performance development, people management and team alignment – and rallies them to action, *often right there in the room*. **The result is a better bottom line** – boosted by improved performance, higher productivity, and more cohesive teamwork. Dean is a board-certified coach and has conducted 10,000 executive coaching sessions. He is also a Certified Speaking Professional™, conferred by the National Speakers Association, and actively involved in several industry associations.