

7 STEPS TO SALES SUCCESS



Engage your pub leadership teams with a programme that coaches practical marketing and business building strategies. Ideal for multi-site operators committed to investing in business growth

The 7 Steps to Sales Success is a marketing and business building programme that takes marketing strategies and turns them into easy-to-use, practical tools that will help to grow sales in any pub – STEP BY STEP

Market segmentation, demographic analysis, innovation, macro and micro marketing and the 4 Ps are not tactics that should be the preserve of senior management and can quite easily be understood and applied at pub level

Strategic, high-level thinking is simply ripped apart, demystified and put in the hands of the people who can make the biggest difference – front line operators, Licensees/Designated Premises Supervisors and Managers

Each of the 7 Steps will give you simple-to-apply business tools that, if implemented in your pub, will make a difference and grow your customer base, sales and profit

- STEP 1** Know your pub and your competition
- STEP 2** Knowing your customers
- STEP 3** How does your pub look and feel?
- STEP 4** Sell the right thing
- STEP 5** Selling at the right price
- STEP 6** Build a great hospitality team
- STEP 7** Create reasons to visit and grow sales

Contact the Pub Coach to discuss your coaching workshop requirements:

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