



Workshop overview

The workshop is part of Fáilte Ireland's Market Diversification Programme which has been designed to help businesses boost their sales capabilities and focus on specific international opportunities. This workshop specifically focuses on providing you with the guidance to create a written pitch document that you can use when selling to international buyers.

Why attend

- Know how to create core and premium offers that appeal to international buyers
- Understand how to present the offer clearly to a buyer
- Have the tips and tools to create and finalise a written pitch document for the next time you meet with a buyer and for follow up with them afterwards.

Location

Regional locations, nationwide

Duration

1 day

Cost

Fully subsidised by Fáilte Ireland

Designed for

General Managers and Sales Managers of tourism businesses who wish to improve their B2B Sales.

Date

Scheduled dates can be viewed here on the Fáilte Ireland Trade Portal

Content

- Why create the written pitch – what do you want from it, what does the buyer want from it?
- Layout of the document – tips for presentation style, written content, imagery and layout
- Completing the Summary Product Offering – what needs to be in the general descriptor on the first page of the document and how to write it well
- Completing the General Product Offering descriptor – key product that most of your visitors will use
- Completing the Premium Product Offering descriptor – value adds for high end leisure business
- What else to include in the written pitch e.g. additional details if there are multiple tour guides for larger groups, public tour times, times when attraction is closed, parking etc.

Watch out for other workshops in Fáilte Ireland's Market Diversification Programme

Fáilte Ireland's Market Diversification programme is a dedicated suite of workshops to deliver in-depth international market insights, lead generation tips and tactical sales supports. Businesses can adopt a pic'n mix approach to best suit their business needs.

All content has been developed using the latest insights gained from a number of sources including Fáilte Ireland, Tourism Ireland market and consumer research and insights and feedback from buyers and OTAs.

The full suite of workshop titles is listed below. To view more details, click [here](#)

Tactical Sales Workshops

- B2B Channel Management – Pricing and Contracting
- Perfecting Your Written Pitch
- Boosting Online Sales Growth

International Market Insights / Lead Generation Workshops

- Selling to **GB** - Market Insights and Lead Generation
- Selling to **France** - Market Insights and Lead Generation
- Selling to **Germany** - Market Insights and Lead Generation
- Selling to **Spain** - Market Insights and Lead Generation
- Selling to **Italy** - Market Insights and Lead Generation
- Selling to **US** - Market Insights and Lead Generation
- Selling to **Canada** - Market Insights and Lead Generation

Get China Ready

- China Fáilte - Preparing for the Chinese Market
- China Ready Programme – COTRI Accredited