

Workshop overview

Generating sales is not an easy task; generating international sales from overseas markets can be an even a tougher task. 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.

Why attend

- Understand the sales channel landscape and know to make it work best for your business
- Get expert advice on pricing techniques and negotiating rates
- Insights on contracting and rate agreements
- Learn to make the most of sales appointments.

Location

Regional locations, nationwide

Duration

1 day

Cost

Fully subsidised by Fáilte Ireland

Designed for

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

Date

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

Content

- The sales channel landscape
 - Direct (B2C focus)
 - Indirect sales channels (traditional, offline, B2B focus)
 - Indirect online (B2C and B2B focus)
- Pricing for direct consumers; OTAs; and tour operators
- Pricing techniques and inclusions
- Negotiating rates including strategy and annual increases and what to expect
- Tour operator contracting and rate agreements
- OTA contracting and rate agreements
- Sales appointments
- Social selling.

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