



Dedicated to Building Sales through Customer Acquisition and Retention Strategies

Executive Host

Corporate Entertainment & Hospitality News and Ideas™

Host Your Way to Sales Success

Much has been written about how to entertain clients. So much so that the core values of “hosting” often get over thought. There is no one set way to “Win Friends and Influence People” (to borrow a phrase from the great salesman and sales trainer, Dale Carnegie.) A benchmark of protocol does seem to prevail among successful executive hosts.

Don't talk business unless your customer brings it up first. Avoid overt sales pitches; because the “pitch” reinforces the buyer/seller roles that each of you play. That's exactly the opposite of what you are trying for. Instead, explore personal common ground – things that you have in common with your customer. You are trying to get to know each other as people, not as role-players.

When you are an executive host, you should attend to all the details. That means that you make the dinner reservations, you see to the ticket arrangements. If you are at a sporting event, you have cash to pay for beer and hot dogs, etc. Think the event through in detail, and prepare for all the contingencies.

“Be gracious and moderate in everything you do. Strategic entertaining can be one of your most powerful strategies. It is a way to build relationships which provide you with a competitive edge, while, at the same time, meet the customer's preference to do business with people they know.” Source: **Dave Kahle Professional Sales Trainer and author of 10 Secrets of Time Management for Salespeople**

So the advice in a nutshell is to think ahead, plan, attend to details etc.—WAIT—where does this time come from? And are you really an expert at choosing events, buying tickets? Is your secretary or administrative assistant?—doesn't that person have other responsibilities too? You may be overlooking a hidden “opportunity” cost be deploying resources that are best used for another purpose.

This is the perfect scenario to use an added-value -consultant expert. An intermediary such as Avanti International, Northfield, IL, has contacts, creative ideas, systems and procedures to save you money, time and improve your overall strategy. From where to sit at a stadium, to getting the tickets on time, are all details you can subcontract to help your business grow. In many cases, Avanti will be able to tie your needs into promotional, or advertising events. Do send invitations; present your tickets in an attractive package, do the things that communicate that you are interested in your customers well-being and that you attend to details and can be trusted with their business. Finally, the bottom line is, hire a firm that can maximize your strategy; and make it a strategy—not a whim. See why *Fortune 500* industrial and service companies look to Avanti for effective corporate hospitality and entertainment.

For more information, go to
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