



EDUCATION WORKSHOP Strategic Selling for Tourism Professionals

Wednesday, November 15, 2017
9:45 a.m. to 3:15 p.m.
Holiday Inn Executive Center - Columbia

We know, you've heard it all before ... sales are all about relationships. Find out what the customer wants. Overcome objections. Follow-up is key. Etc. Etc.

But, the bottom line is that whether selling for a CVB, a hotel or an attraction, what you can do to effectively stand apart in selling your destination is what will make all the difference!

Sign up for this Missouri Travel Council Education Workshop Today:

- | | Price: |
|--------------------------------------|--|
| <input type="checkbox"/> Members | \$45.00 Per Person
<i>(Price Includes Lunch)</i> |
| <input type="checkbox"/> Non-Members | \$60.00 Per Person
<i>(Price Includes Lunch)</i> |

AMOUNT PAID: \$ _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone #: _____ Email Address: _____

Please fill out a form for each person attending. Simply complete this form and pay your registration securely online. **OR** you can complete this form, print it out and return it with your check (*payable to Missouri Travel Council*). Mail to Missouri Travel Council, 1505 East Riverside Drive, Cape Girardeau, MO 63701-2219.