



H A K K A S A N
G R O U P

FACILITATOR GUIDE

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Hakkasan Group Host Training:

Sales 101

Total Program Time:

2 hours

Participants:

All Hakkasan Hosts & Managers

Room Set Up:

6 participants per table/group. Maximum of four tables.

Materials:

Laptop
Clicker
Facilitator Guide
Scenario Cards
Flip Cards
Placemat

Purpose:

The purpose of this course is to provide employees with insights, habits, and ideas around how to deliver a better Sales experience. The module complements the previous modules on First Impressions and Personalization/Customization.

Icon Key:



Explain



Ask



Review



Activity



Scenario



Read
Quote



Trainer
Note



Transition



Intro Slide

Time: 1 Minute



Explain:

Hello all, and welcome back to our module series about creating the relationships with our customers that will lead to greater success for service and sales. Today, we continue the series with our Sales 101 module, building on the skills we learned in our previous modules, Impression Management and Personalization/Customization.



Transition:

Let's take a look at how we'll spend our time today.



Overview **Time: 2 Minutes**



Explain:

This is a 2-hour module designed to provide you with the insights, habits, and ideas around how to deliver a better Sales experience. As our module series is based on relationships, our session today will focus on the elements of relationship-based sales techniques, developing compelling and customized sales propositions and overcoming objectives to reach an effective close of the sale.

As before, please refer to your placemat throughout the training for a place to take notes and refer to some helpful tips. You are expected to be engaged participants and to apply what you've learned today in your daily tasks and responsibilities.

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**Transition:**

Before we get started talking about sales, let's do a quick activity to refresh your memory on our last training.

First Impressions

"Sales are contingent upon the attitude of the salesman – not the attitude of the prospect."

– W. Clement Stone, businessman and author

First Impressions Recap Time: 5 Minutes



Read Quote:

"Sales are contingent upon the attitude of the salesman – not the attitude of the prospect."



Ask:

Why is attitude so important when connecting with our guests?



Review answers and discuss:

Look for answers like, "Our attitude is contagious" or "Attitude is visible and tells the guest a lot about us."

**Explain:**

Attitude is crucial because it is one of the first things someone notices about us. It is displayed through our body language, facial expressions, and tone of voice. Make sure your attitude is “on” at all times – no one wants to interact with someone with a bad attitude, and absolutely no one wants to make a deal with someone that doesn’t make them feel good!

**Activity:**

Let’s all stand up. I want you all to adjust your posture, take three deep breathes and harness your power pose. Let’s do this for 30 seconds and reset ourselves for this session.

**Ask:**

Attitude communicates. What are the ways our guests can tell how we are feeling by looking or listening to us. Who can tell me some of the important aspects of making a great first impression?

**Review answers and discuss:**

- Utilizing proper body positioning and posture to communicate that you are ready and willing to assist
- Delivering the perfect handshake – a great handshake can be the equivalent of up to 3 hours of face-to-face interaction
- Ensure our clothes and grooming is professional and stylish.
- Making and maintaining appropriate eye contact and facial expressions, even when assisting another customer
- Managing your tone of voice and what you say, both in person and over the phone, as well as through email
- Ensuring that our emails are clear, concise, have correct spelling, and have a subject line that communicates

**Transition:**

Next let’s consider personalization and customization.

Personalization & Customization

“Pretend that every single person you meet has a sign around his or her neck that says, “Make me feel important.” Not only will you succeed in sales, you will succeed in life.”

– Mary Kay Ash, Founder of Mary Kay Cosmetics

Personalization & Customization Activity

Time: 6 Minutes



Trainer Note:

Participants have seen this activity before, in the previous session, but it is a great recap and reminder of personalization and customization and will help warm up the group. Ensure the participants understand that instead of just talking about all their passions, they only have to share one of their passions while the other person asks questions to collect as much information as possible.



Explain:

Get into a pair with someone you do not work with and have not done this exercise with before. You will each have one minute to talk about your passions, however this time the conversation will be conducted by your partner. They will ask you what your great passion is in life. As you tell them, they have to keep

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the conversation going by asking meaningful questions about the passion you have given them. They must keep you talking for the whole minute. As you listen to your partner, you need to think about a recommendation you would make for them based on what they have shared with you. Determine who will talk first and be ready when I say go.



Trainer Note:

As the exercise is taking place, walk around the room and listen to conversations. After one minute, call time. Ask certain people what they learned about the other person and what recommendation they would make. Then ask their partner whether or not they did a good job in asking questions and if that was a good recommendation.



Debrief:

Great – I'm glad to see you all remember the importance of personalizing interactions and customizing experiences for our others. Remember that relationships are developed and opportunities to make a difference created when you get to know your guests and are able to make great recommendations to them. As Steve Jobs suggests, it is up to us to get to know our guests so well that they we tell them what they need before they even know it themselves.



Transition:

For a quick recap, let's revisit the ONE questioning strategy and remind ourselves of the right questions to ask to get the information you need about your guests.

The O.N.E. Strategy

“Get closer than ever to your customers. So close, in fact, that you tell them what they need well before they realize it themselves.”

– Steve Jobs, Founder of Apple

The O.N.E. Strategy Time: 2 Minutes



Ask:

What does the ONE questioning strategy focus on?



Review answers and discuss:

O – Orient question, to know what the purpose of the outing is and who is the most important person in the group.

N – Needs question, to understand logistics of what will be needed for the experience and any special requests.

E – Effect question, to learn how big the guest wants the day/night to be, the feeling they want to have, and an idea of their budget.

**Transition:**

Once you have personalized the interaction by engaging the guest and learned what the guest is looking for, you are in a position to make a difference with your guest. You can now truly customize the experience.

O.N.E. Strategy

A man leaves you a message: His name is John Smith and he is hosting a bachelor party for his best friend. He is looking for a day-club experience on May 20th.

Utilize the O.N.E Strategy to document your verbiage and questions to call him back with.

O.N.E. Strategy Scenario

Time: 8 Minutes



Activity:

On your placemat, write the lines you would use to call John Smith back. You will have 4 minutes to work on your own. I will then ask a couple of you to role play this scenario.



Trainer Note:

Ensure everyone is working on their own. Call upon one person to role play against you for this scenario.

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**Explain:**

It is important that we have a questioning strategy that not only gets us the functional information but also the emotional information. It is the emotional information that will help us increase our sales numbers.

**Transition:**

Great – let's take a look at the next step in our process, presenting customized value to your guests.

A Customized Value Proposition

“Too often, sales people simply regurgitate their presentation or what is found on a website and expect to land a sale. It doesn't work.”

– Harvey Mackay, businessman and author

Present the Value Time: 3 Minutes



Read Quote:

“Too often, sales people simply regurgitate their presentation and expect to land a sale. It doesn't work.”



Ask:

Why does this strategy not work? You've created a sales pitch and presentation for a reason, and your managers instructed you to perform it a certain way – so why doesn't it work every time, or even **most** of the time?

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**Trainer Note:**

Ask for multiple volunteers to share their thoughts. Guide the discussion along the lines of customizing the presentation based on the guest's cues and learning about the guest and building up a rapport and relationship before presenting an offer, and then shaping the offer around the guest's individual needs, not a prepackaged cookie-cutter deal.

**Transition:**

Once you know the essential information about the guest, you can present an offer that is compelling, relevant and customized.

Four Rules for your Value Statement

1. Emphasize the problem you are solving
2. Explain benefits, not features
3. Differentiate your clubs and experiences
4. Have reference stories ready

Four Rules for a Value Statement

Time: 2 Minutes



Explain:

When presenting your offer, here are the four rules to remember.

- Emphasize the problem you are solving for the guest with your offering
- Explain benefits, not features – this further customizes the experience for the guest
- Differentiate your clubs and experiences from the competition
- Have reference stories and testimonials ready




Transition:

Let's look at each of these points in more detail.

1. Emphasize the Problem You Are Solving

What are the problems our customers have?
What solutions do we offer?



Emphasize the Problem You Are Solving

Time: 6 Minutes



Explain:

We've talked a lot over the last two sessions about determining your customers' "needs" so that you can determine what to offer them. We focus on needs over wants because when you need something, it becomes a priority – you have to have it. By emphasizing the problem that your product or offering is solving, you are reinforcing to your customer that they truly need what you are offering. Daniel Pink, author of "To Sell is Human," said, "If your customers know precisely what the problem is, they can find a solution. Where you're more valuable is when they don't know what the problem is, or they're wrong about the problem, and you can identify a problem they don't realize they have. Or, you can look down the road and say, "Here is a problem you are going to confront, you'd better get ready for it now.'"

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**Ask:**

So when it comes to your product – your Club – what problems does it solve? What solutions can you offer?

**Review answers and discuss:**

Our guests want to experience something special, sometimes a once in a lifetime, day or night. Many people, especially those new to Vegas and the club scene, do not have that insider person to help them navigate and make this experience easy, enjoyable, and exceptional. You provide that solution.

**Transition:**

Let's move on to our next step, explaining the benefits, not the features.

2. Explain Benefits, Not Features

List 3 benefits of your club and the product you are offering.



Explain Benefits, Not Features

Time: 7 Minutes



Explain:

I'm sure you've all been through a sales pitch that has been absolutely horrific. Let's revisit that experience and talk about one of the worst things you can do in a sales pitch, and that is list the features of your product. Think about it – you've just spent the time to engage the guest in personalized conversation and learn information that is designed to customize their experience, and now, you're going to list pre-packaged facts or options and hope it works? That's crazy.

Instead, make good use of the guest's and your own time and show them the benefits your property will give to them.

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For an example, instead of listing that your club offers 24 private seating areas, 2 bars, and many modern DJs, you could explain to the guest that they have the opportunity to reserve a private table to serve as their hub for the evening, have their pick of the finest drinks in downtown Las Vegas, and can enjoy their night out by experiencing new beats and musical experiences at the club.



Activity:

Let's practice. Take the next 3 minutes to list on your placemat 5 benefits of your club, **based on** its unique features. Remember, you are not listing features of the club.



Trainer Note:

Call time after 2 minutes and ask for 3-4 volunteers to share their lists of benefits.



Debrief:

Great – what questions do you have about benefits vs. features?



Transition:

Let's move on and discuss how we should differentiate ourselves from the competition.

3. Differentiate Your Experience

Differentiate your club from the competition without mentioning them!



Differentiate Your Experience

Time: 7 Minutes



Explain:

Our guests have a myriad of options for day-and-night life in Las Vegas. There are more bars and clubs on the Las Vegas strip than nearly anywhere else in the world.

So, why you? Why should your guests frequent your club? To answer this question effectively, you have to know and be able to share with your guests what differentiates you from the competition – without naming them. A big reason you don't want to name your competition is because it makes you sound whiny. If what you offer is truly unique and awesome, it should stand out on its own, beyond comparison! Your venue should be the only one on your client's mind when you finish your conversation with them.

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**Activity:**

Let's practice this – take a few minutes to write down how your club is different from the competition without naming them. You might only consider two or three key differentiators but they must be true stand-out differences.

**Trainer Note:**

After 3 minutes, call time and have 3-4 participants share one way their club is different.

**Debrief:**

There is no better way to reinforce your offering than to ensure the guest that it is unique and cannot be matched.

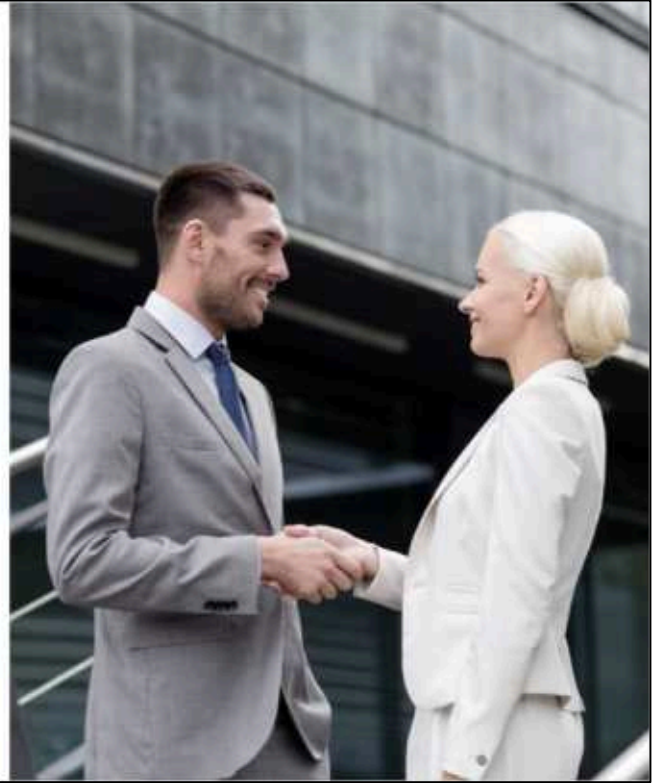
**Transition:**

Let's look at the final step of presenting the value of your offering – having references stories ready.

4. Have Reference Stories Ready

"Tell me a fact, and I'll learn.
Tell me a truth, and I'll
believe. But tell me a story,
and it will live in my heart
forever."

– *Unknown*



Have Reference Stories Ready

Time: 5 Minutes



Explain:

After you've given the customer all of the reasons they should want what you're offering, a final step you can take to reinforce the value of your offering is to provide a reference story.



Ask:

Why do you think a reference story is valuable?

**Review answers and discuss:**

The reference story provides evidence and a sense of comfort that you have done this before and know exactly how to deliver the type of experience you have delivered. A reference story can serve as an illustration of the problem your product is solving, the benefits of your offering, and how it is different from the competition. The story brings the experience to life for your customer, and they will remember it long after your meeting or call is finished.

**Read Quote:**

“Tell me a fact, and I’ll learn. Tell me a truth, and I’ll believe. But tell me a story, and it will live in my heart forever.”

**Activity:**

Let’s practice getting these reference stories ready for you. Take the next 3 minutes to write down any of your own reference stories on your placemat in a way that shows the value of your club and experience.

**Trainer Note:**

Call time after 3 minutes. Ask for 2 volunteers to share their stories.

**Transition:**

Let’s practice presenting value to our guests.

Present the Value – Scenario 1

A woman is coming into town with three friends to listen to their favorite DJ on Friday night. They want their own table with champagne service.

Present your value proposition.

Present the Value – Scenario 1

Time: 6 Minutes



Activity:

For the following scenario, using the important steps to remember, present the value in your club experience to the guest. You will have four minutes to come up with your own value statement.



Trainer Note:

Call time after 4 minutes and call on 2 people to share their statements.



Transition:

Great – let's move on to the next scenario.

Present the Value – Scenario 2

A man is planning a special night for his wife's birthday next month. He wants to surprise her with a club experience with three of her friends and their partners. He wants his own table and bottle service. He wants to organize a dinner beforehand at one of our restaurants.

Present your value proposition.

Present the Value – Scenario 2**Time: 6 Minutes****Activity:**

For the following scenario, using the important steps to remember, present the value in your club experience to the guest. You will have four minutes to come up with your own value statement.

**Trainer Note:**

Call time after 4 minutes and call on 2 people to share their statements.

**Debrief:**

You all did a great job in finding value for these guests in your experiences. Don't forget the importance of personalizing the interaction and getting to know the guest before customizing the recommendation!

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**Transition:**

After you've provided value, it's time to present your offer.

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The Importance of Value

"Give value. Give value. Give value.
And then, ask for the business."

– Gary Vaynerchuk, entrepreneur

Make an Offer **Time: 1 Minute**



Explain:

By customizing and emphasizing the value in your offer, you create the best possible chance to close a sale when your customer has a choice. Once you have presented the offer you should confirm that this is in fact what the guest wanted. Once they confirm this, you now present the price and ask them to confirm the reservation.



Transition:

Let's talk about how to close.

Presenting the Price and Asking for the Business

Present the price and...

- Just Ask
 - **"...and can we go ahead and confirm the reservation?"**
- Assume
 - **"...and I will make the reservation for you now."**

Presenting the Price and Asking for the Business

Time: 2 Minutes



Explain:

Once you have confirmed the offer, you have four choices with regards to the closing sale. You should choose the one that you think best fits with the guest and how the conversation has gone. The one thing all closes have in common is that they involve presenting a price or a couple of prices if there are options. You must believe in your product and pricing, even if high, because the reality is, you have the luxury of being involved with a successful product.

- Ask – One of the most straightforward closes is to simply ask. You've personalized and customized every aspect of their offering, and all that's left is for them to accept it. Use verbiage like, "...and can we go ahead and confirm the reservation?" or "Now that we've finalized your custom experience, will you commit to these reservation details?"

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- Assume – The first option involves going with the assumption that the customer is ready to move forward. This could sound something like, “How excited will your friends be to find out more about this amazing experience you’re booking?” or “...and I will make that reservation for you now.”



Transition:

And let's review the other two.

Presenting the Price and Asking for the Business

Present the price and...

- Offer a Choice
 - **“So you have either the table close to the stage at \$2,000, or one further back that will be more private at \$1,750. Which one shall we reserve?”**
- Create Urgency
 - **“...and with this night/day being one of our busiest, I want to ensure you do not miss out, so I want to go ahead and reserve now. Is that okay?”**

Presenting the Price and Asking for the Business

Time: 2 Minutes



Explain:

- Offer a Choice – Another way to close the deal is to offer the customer a choice. The key here is that while you’re offering a choice, you’re really only giving the customer one option – to say yes to making the deal. For example, in the case of the woman hosting a girls’ weekend for her friends, you could close with, “Which experience can I book for you, the poolside cabana or the nightclub VIP package?” As you can see, you aren’t giving the customer the option to say no, but instead, a choice of two great options. It works well because customers like to make choices and feel in control of their experiences. This gives them that opportunity, while still ensuring the sale.

- Create Urgency – A final technique that can be very effective is to create urgency in your closing. When you've created the sense that this experience fulfills a need or solves a problem that they didn't even know they had, you can use this type of closing to put just enough pressure on the customer to make them want to say yes right away. You can use verbiage like, "...with this night/day being one of our busiest, I want to ensure you do not miss out, so I want to go ahead and reserve this for you now. Is that okay?" or "The package we've agreed on is a popular one – so that we can ensure you don't miss out on this opportunity, let's get these reservations finalized right away."

**Transition:**

Now that you have presented the price and asked for the deal you must be prepared for objections. Let's consider.

Overcoming the Objection

“Do you have any questions or concerns about the experience I can deliver for you?”

“An objection is not a “no,” just a request for more time.”

– Unknown

Overcoming the Objection

Time: 1 Minute



Explain:

Rejection (and objection) are facts of life in sales. It is important to keep in mind that objections are truly nothing more than a request for time, rather than a definitive “no.” When your potential guest does not want to confirm their reservation with you, it is important to clarify what concerns they might have. “What concerns do you have about the experience I can deliver for you?” This open-ended question gives the guest the opportunity to speak openly and give their reason for rejecting the proposition you gave.



Transition:

After receiving the guest's concerns, there are a few steps to take. First let consider the four types of objections.

4 Types of Objections

1. **Doubt:** Not sure you can do what you said you can do or that the price is worth the experience.
2. **Misunderstanding:** Was not clear about what was said.
3. **Drawbacks:** Sees another club or host as a better option.
4. **Hidden Obstacle:** Person is not the final decision maker or cannot afford the experience.

4 Types of Objections

Time: 3 Minutes



Explain:

1. **Doubt:** Not sure you can do what you said you can do.
2. **Misunderstanding:** Was not clear about what was said.
3. **Drawbacks:** Sees another club as a better option.
4. **Hidden Obstacle:** Person is not the final decision maker or cannot afford the experience.



Transition:

Let's consider how to overcome each objection.

Overcoming Objections

1. Doubt: Provide proof with testimonials.
“Let me share a story of a guest who was responsible for their best friend’s bachelor party just as you are.”
2. Misunderstanding: Provide the information in written form. Consider sending a video from the Club to give them a sense of energy and experience.
“Let me send you an email with all the information for you to review.”

4 Types of Objections

Time: 2 Minutes



Explain:

1. Doubt: Provide proof and testimonials.
“Let me share a story of a guest who was looking for something very similar to you.”
2. Misunderstanding: Provide the information in written form.
“Let me send you an email with all the information for you to review.”



Transition:

Let’s consider how to overcome the other types of objections you might come across.

Overcoming Objections

3. Drawbacks: Differentiate yourself with the benefits.

"I appreciate your concern. The ____ is a great club, but the two things I would consider are first, that our DJ for the night is going to be the most talked-about show that weekend, and second, that our table service is the best in Las Vegas."

4. Hidden Obstacle: Offer to talk to anyone else in the group who might be involved in the decision.

"I would be happy to speak to anyone else in your group who is involved in this decision."

4 Types of Objections

Time: 2 Minutes



Explain:

3. Drawbacks: Differentiate yourself with the benefits.

"I appreciate your concern. The ____ is a great club, but the two things I would consider are first, that our DJ for the night is going to be the most talked-about show that weekend, and second, that our table service is the best in Las Vegas."

4. Hidden Obstacle: Offer to talk to anyone else in the group who might be involved in the decision.

"I would be happy to speak to anyone else in your group who is involved in this decision."

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Transition:

Let's consider the process for overcoming the objections.

Steps to Overcoming Objections

1. Confirm the Objection
“So you want to consider some other options for the night.”
2. Empathize
“I completely understand—you want this to be the most memorable night for your friend John and his bachelor party.”
3. Classify the Objection

Steps to Overcoming Objections Time: 2 Minutes



Explain:

- Confirm the Objection
“So you want to consider some other options for the night.”
- Empathize
“I completely understand as you want this to be the most memorable night for your friend John and his bachelor party.”
- Classify the Objection

Steps to Overcoming Objections

4. Address the Objection

“I think there are a lot of great choices available to you here in Vegas; however, after speaking with you, I think we are your best option, because not only can we set up dinner for you beforehand and walk you into the club via our VIP access – so no waits – but we also have the ability to host the six of you at your own private table. I would also love to help you with suggestions for the rest of your weekend here in Vegas.”

Steps to Overcoming Objections

Time: 2 Minutes



Explain:

- Address the Objection
“I think there are a lot of great choices available to you here in Vegas; however, after speaking with you, I think we are your best option, because not only can we set up dinner for you beforehand and walk you into the club via our VIP access – so no waits – but we also have the ability to host the six of you at your own private table. I would also love to help you with suggestions for the rest of your weekend here in Vegas.”

Steps to Overcoming Objections

5. Check for Acceptance

“So, are there any other concerns that you have?”

6. Close Again

“I don’t want you to miss out on your own table, so shall I go ahead and reserve this for you?”

Steps to Overcoming Objections

Time: 2 Minutes



Explain:

- Check for Acceptance
“So, are there any other concerns that you have?”
- Close Again
“I don’t want you to miss out on your own table, so shall I go ahead and reserve this for you?”

Steps to Overcoming Objections

7. If they are still unsure, offer your assistance and information in an email.

“I will send you an email with my information and details of what I can do for you. I am happy to help you with any insider information about Las Vegas to help ensure a memorable experience while you are here. Thanks for reaching out to us, and I hope to hear from you again. Take care.”

Steps to Overcoming Objections

Time: 2 Minutes



Explain:

- If they are still unsure, offer your assistance and information in an email.
“I will send you an email with my information and details of what I can do for you. I am happy to help you with any insider information about Las Vegas to help ensure a memorable Las Vegas experience. Thanks for reaching out to us and I hope to hear from you again. Take care.”

In this step, remind them that you will be happy to help with any insider information to make their experience in Las Vegas memorable.



Transition:

Let's practice overcoming objections.

Overcoming Objections – Scenario 1

A woman is coming into town with three friends to listen to their favorite DJ on Friday night. She inquires about their own table with champagne service.

Objection: **“Maybe we don’t need the table service if it’s going to be that expensive.”**

Present the Value – Scenario 2

Time: 8 Minutes



Explain:

For the following scenario, consider how you would overcome the objection. You will have 4 minutes to come up with your own verbiage. We will call upon a couple of people to role play against me.



Trainer Note:

Call time after 4 minutes and call on 2 people to role play against you. Their verbiage should sound something like this:

- Confirm the Objection
“So you are not sure the table service is worth the extra cost.”
- Empathize
“I completely understand, as it is a significant investment.
- Classify the Objection
Doubt
- Address the Objection
“However, as this is your favorite DJ and you indicated you wanted this to be one of the greatest nights of your life, I can give you some perspective. I had another client who wanted to come and see Tiesto six months ago. They were also not sure about paying for their table, but afterwards they indicated that it made the whole night so much better. There was no waiting in line, they had a great view without all the chaos, and they could dance whenever they wanted but had their own place to relax when they weren’t. They especially loved the fact they never had to wait at the bar for a drink. These sort of nights only come around so often—I think you need to ensure this one is special.”
- Check for Acceptance
“I know it seems expensive, but this is truly how we can craft one of the greatest experiences of your life. Do you have any other concerns?”
- Close Again
“So, can I go ahead and make this reservation for you?”



Transition:

Great – let’s move on to the next scenario.

Overcoming Objections – Scenario 2

A man is planning a special night for his wife's birthday next month. He wants to surprise her with a club experience with three of her friends and their partners. He wants his own table and bottle service. He wants to organize a dinner beforehand at one of our restaurants.

Objection: **“Thanks. I am definitely going to think about your offer, but I am also considering XS over at Wynn.”**

Present the Value – Scenario 2

Time: 8 Minutes



Explain:

For the following scenario, consider how you would overcome the objection. You will have 4 minutes to come up with your own verbiage. We will call upon a couple of people to role play against me.



Trainer Note:

Call time after 4 minutes and call on 2 people to role play against you. Their verbiage should sound something like this;

- Confirm the Objection
“So you have two really great options.”
- Empathize
“I completely understand your interest in considering XS.”
- Classify the Objection
Drawbacks
- Address the Objection
“There are a lot of great choices in Las Vegas for you; however, after speaking with you I think we are your best option, because not only can we can set up dinner for you beforehand and can walk you into our club via our VIP access – so no waits – but also because we have the ability to host all eight of you at your own table in what is arguably Las Vegas’s hottest club, and I would also be available to help you with other suggestions for the rest of your weekend here in Vegas.”
- Check for Acceptance
“So, are there any other concerns that you have?”
- Close Again
“I don’t want you to miss out on your own table, so shall I go ahead and reserve it for you?”



Debrief:

It is so important to have a strategy to overcome objections correctly. You won’t always get the sale, but these strategies will certainly help.



Transition:

Let’s consider how to bring all of this together.

“Don't find customers for your products; find products for your customers.”

– Seth Godin, entrepreneur and author

Time: 1 Minute



Read Quote

“Don't find customers for your products; find products for your customers.”



Explain:

It is important that customize our products and offerings to our guests rather than just giving them a menu of items to choose from. We need to be the catalyst for a great experience. It start with your offer.



Transition:

Let's bring it all together.

Relationships for Sales Success Role Play

A man leaves you a message: His name is John Smith and he is coming into town on Memorial Day weekend with three friends (two couples in total). He wants to see what his options are to get in and see Tiesto on the Saturday.

Objection: He is not sure about the price for just one night.

Relationships for Sales Success Role Play

Time: 14 Minutes



Explain:

Let's bring all of our ideas and habits together in one more Role Play.

Get into pairs. You are going to work together to consider how to approach, script, and call back this guest utilizing all the elements we have discussed around first impressions, breaking the ice, the ONE questions, creating value statements, using closes, and then overcoming objections. I'll give you 7 minutes to brainstorm, then I'll reveal the objection that the customer has. From there, practice your strategy as a role-play, including overcoming the objection.

**Read Scenario:**

A man leaves you a message: His name is John Smith and he is coming into town on Memorial Day Weekend with three friends (2 couples in total). He wants to see what his options are to get in and see Tiesto on the Saturday.

**Trainer Note:**

Call time after 7 minutes of brainstorming. Have them practice the strategy as a role-play, including overcoming the objection. Give them 5 minutes to practice, then call time.

During this time, ensure you are walking around the room and observing which groups are “getting it” the best. Choose a pair to perform their role play in front of the whole group based on the quality of their role play.

Ask one group to demonstrate and then have someone role play off of you.

**Debrief:**

What questions do you have about creating relationships and making sales?

**Transition:**

Let's reflect on what you've learned today.

Reflection

What Sales ideas and habits will you adopt moving forward?

Reflection Time: 3 Minutes



Explain:

Before we close out our session today, I want you all to take a few minutes to write on your placemats your commitment to all we learned today. Write and reflect on these two questions:



Ask:

What is the one piece of what we discussed today that you struggle with the most? How will you make improvements on that one thing, starting in your next shift?

HAKKASAN ✪ GROUP

**Trainer Note:**

Give 4 minutes for participants to write on their placemats; if it looks like everyone wraps up faster, go ahead and call time sooner. Then, ask for 4-5 participants to share their answers, if they are comfortable.

**Transition:**

Let's close out this session.

"It's not about having the right opportunities. It's about handling the opportunities right."

– Mark Hunter, American businessman

Closing

Time: 1 Minutes



Read Quote:

"It's not about having the right opportunities. It's about handling the opportunities right."



Explain:

Every potential customer is an opportunity. Using the techniques we discussed today, seek to handle each opportunity right, in the way that is best for the customer and ensures you'll be able to make the sale.



Closing:

Thank you all for your dedicated participation today! I am excited to finalize our training series next week with our last module where we'll discuss Follow Up and Managing Relationships – the perfect endcap to creating a strong sales relationship with your customers.

Have a great rest of the day!