Strategic Hospitality Sales and Key Account Negotiation Training Course



02 - 06 Nov 2026

Lisbon

4500 € (Per Person)

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Course Introduction / Overview:

In the highly competitive and dynamic hospitality sector, success is no longer just about service excellence but about forging strategic, long-term partnerships that drive sustainable revenue growth. This course is meticulously designed to transform sales professionals into strategic advisors and master negotiators, capable of managing and growing high-value key accounts. It moves beyond traditional sales tactics to instill a deep understanding of consultative selling and value co-creation. Drawing upon principles from thought leaders like Neil Rackham, author of the seminal book "SPIN Selling," the program emphasizes a question-based approach to uncover deep client needs and position hospitality services as indispensable solutions. Participants will explore the entire key account management lifecycle, from identification and strategic planning to advanced negotiation and relationship cultivation. BIG BEN Training Center has developed this immersive experience to equip attendees with the sophisticated skills needed to navigate complex contract negotiations, enhance client loyalty, and secure a decisive competitive edge in the global hospitality market. This is a comprehensive journey into the art and science of high-stakes sales and account management.

Target Audience / This training course is suitable for:

- Sales Directors and Managers.
- Key Account Managers and Executives.
- Business Development Managers.
- Corporate Sales Professionals.
- Hotel General Managers and Revenue Managers.
- Event and Conference Sales Coordinators.
- Sales and Marketing Team Leaders.
- Anyone aspiring to a senior sales role in the hospitality industry.

Target Sectors and Industries:

- Hotels and Resorts.
- Conference and Exhibition Centers.
- Airline and Cruise Line Industries.
- Corporate Travel Management Companies.
- Event Management and Planning Agencies.
- Tourism and Destination Management Organizations.
- Governmental bodies and public sector entities involved in tourism and hospitality.
- Catering and Food Service Companies.

Target Organizations Departments:

- Sales and Marketing.
- Business Development.
- Corporate and Group Sales.
- Guest Relations and Client Services.
- Revenue Management.
- Events and Banqueting.
- Contract Management.
- Strategic Partnerships.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a robust framework for identifying and prioritizing high-value key accounts.
- Create comprehensive strategic account plans to foster long-term growth and partnership.
- Master advanced negotiation techniques tailored to the hospitality industry's unique challenges.
- Effectively manage the entire sales cycle from prospecting to closing high-stakes deals.
- Build and maintain strong, trust-based relationships with key corporate clients.
- Implement proven strategies for client retention and increasing customer lifetime value.
- Analyze client needs and craft compelling value propositions that differentiate their offerings.
- Confidently handle objections, pricing discussions, and complex contract terms.
- Utilize CRM tools and data analytics to enhance sales performance and forecasting.
- Lead sales initiatives that directly contribute to increased market share and profitability.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application, ensuring that participants not only learn the theory but can also apply it effectively in their professional roles. This course utilizes a blended learning approach that combines expert-led presentations with highly interactive learning modules. A cornerstone of the program is the extensive use of real-world case studies drawn from the global hospitality industry, allowing participants to analyze complex sales scenarios and develop strategic solutions. Role-playing exercises are central to the learning process, providing a safe and constructive environment to practice negotiation skills, handle difficult client conversations, and refine closing techniques. Group discussions and collaborative workshops encourage peer-to-peer learning and the sharing of diverse experiences and perspectives. Participants will receive continuous, personalized feedback from the instructor to help them identify strengths and areas for improvement. The focus is on experiential learning, ensuring that attendees leave with a practical toolkit of strategies and the confidence to implement them immediately to drive sales success and manage key accounts with mastery.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Hospitality Sales

- The Modern Hospitality Sales Landscape.
- Defining Key Account Management vs. Traditional Sales.
- The Key Account Manager's Role and Competencies.
- Understanding the Corporate Client's Buying Process.
- Introduction to Consultative Selling Principles (The SPIN Model).
- Market Segmentation and Identifying Potential Key Accounts.
- Conducting a SWOT Analysis for Your Sales Strategy.

Unit Two: Mastering Key Account Planning and Development

- Profiling and Researching Key Accounts.
- Developing a Strategic Key Account Plan (SKAP).
- Setting SMART Objectives and KPIs for Each Account.
- Mapping the Decision-Making Unit (DMU) within Client Organizations.
- Crafting a Unique Value Proposition for Hospitality Services.
- Building a Multi-Level Relationship Strategy.
- Managing the Sales Pipeline for Key Accounts.

Unit Three: The Art and Science of Hospitality Negotiation

- Core Principles of Win-Win Negotiation.
- Preparation and Planning for a Successful Negotiation.
- Understanding BATNA (Best Alternative to a Negotiated Agreement) and ZOPA (Zone of Possible Agreement).
- Advanced Questioning and Active Listening Techniques.
- Strategies for Handling Objections, Stalls, and Demands.
- Negotiating Price, Terms, and Concessions Effectively.
- Closing Techniques for High-Value Hospitality Contracts.

Unit Four: Building Loyalty and Retaining Key Accounts

- Moving from a Vendor to a Strategic Partner.
- Effective Communication and Rapport-Building Strategies.
- Implementing a Proactive Account Review Process.
- Managing Client Expectations and Delivering on Promises.
- Strategies for Upselling and Cross-Selling to Existing Accounts.
- Handling Client Complaints and Service Recovery.
- Measuring Client Satisfaction and Loyalty (NPS).

Unit Five: Performance, Technology, and Future Trends

- Utilizing CRM Systems for Effective Account Management.
- Key Sales Performance Metrics and Analytics.
- Sales Forecasting and Territory Management.
- The Impact of Digital Transformation on Hospitality Sales.
- Social Selling and Building a Professional Brand.
- Ethical Considerations in Sales and Negotiation.
- Developing a Personal Action Plan for Continued Success.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing automation and AI in booking, how can the human element in key account management be leveraged as a definitive competitive advantage rather than a legacy cost?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond generic sales and negotiation training to offer a curriculum deeply embedded in the specific context of the hospitality industry. Unlike broader programs, every module, case study, and role-playing scenario is tailored to the unique challenges and opportunities faced by hotels, resorts, and conference centers. The curriculum integrates sophisticated psychological principles of negotiation with the practical realities of managing long-term, high-value corporate accounts, focusing on building strategic partnerships rather than executing simple transactions. It champions a consultative approach, teaching participants how to become trusted advisors to their clients by deeply understanding their business needs. Furthermore, the course places a significant emphasis on the full lifecycle of key account management, from strategic planning and acquisition to retention and growth, ensuring a holistic and sustainable skill set. The focus is not on tools or software, but on developing the critical thinking, emotional intelligence, and strategic foresight that define elite sales professionals in the competitive global hospitality market.