




Willow Business Support


Training Prospectus for Tourism Operators




 Willow Business Support offers affordable, relevant, practical, fast paced commercial training. You can choose from a range of nationally recognised training courses such as Welcome Host or a bespoke session designed to meet your specific needs such as Running a Successful B&B or a Beginners Guide to Marketing a Tourism Business.

 At Willow Business Support, flexibility of delivery is high on the agenda. All services can be tailored to your businesses specific needs and can be delivered in a format that suits the demands of your business - day or evening, intensive or modular, weekdays or weekends, on-site or in-house.

 Willow Business Support is delighted to offer the Welcome to Excellence programme of training courses, for the Yorkshire region. This is the most successful customer service training initiative in the UK with over 240,000 people participating since the first course was introduced in 1993.







 All of the course prices are kept to a minimum to ensure they are as accessible as possible to both individuals and businesses, and cost £495 for an in-house course or £55 per person on an open course. Some courses are subject to VAT depending on the Trainer.

 Additionally Willow can brief trainers to enable them to deliver the programmes in-house to their own staff, thus increasing the flexibility and price of delivery.

Running a Successful B&B

The tourism industry is based on the provision of bed and breakfast facilities in many homes throughout Yorkshire. This course is designed to provide B&B and Guesthouse operators with the skills to help them run an efficient business. These skills include being able to make the tourists aware of local history, providing facilities and food that are up to a high standard and running the business efficiently.

Course objectives:

-  Understand Legal Considerations
-  How to operate smooth check in, and departures
-  Making the most of the Guests stay
-  Understanding Assessment Ratings
-  How to grow the business
-  Understanding common problems and finding solutions

This course is aimed at individuals who are running a bed and breakfast venture.







Delegate numbers: 6 – 12

Timings: 10am – 4pm

Running a Successful Self-Catering Business

This course is designed to provide Self-catering operators with the skills to help them run an efficient business. These skills include being able to providing facilities that meet or exceed the needs of the visitor as well as running the business efficiently.

Course objectives:

-  Understand Legal Considerations
-  How to operate smooth check in, and departures
-  Making the most of the Guests stay
-  Understanding Assessment ratings
-  How to grow the business
-  Understanding common problems and finding solutions

This course is aimed at individuals who are running a self-catering venture.













Delegate numbers: 6 – 12

Timings: 10am – 4pm

Beginners Guide to Marketing a Tourism Business

This course aims to give delegates an introduction to marketing and to assist in making the most of marketing budgets through effective print, websites and advertising. It will be of most benefit to new and existing operators who have little or no experience of marketing a tourism business.

Course Content:

-  Effective print
-  use of pictures
-  use of words
-  Effective website
-  navigation
-  content
-  search engine placings
-  bookability
-  Sourcing advertising
-  where to advertise
-  questions to ask
-  what type of advertisement
-  monitoring advertising
-  Writing copy for advertisements
-  Entries on portal websites






Delegate numbers: 6-16

Timings: 10am-3pm

Getting the Most from Membership Organisations

This course is aimed at tourism operators who are Members of organisations such as Yorkshire Tourist Board and/or Area Tourism Partnerships. Are you getting the most from your membership? Do you know what is available to you? This course will take you through how you can get the most from your membership subscriptions.

Course Content:

-  Understanding the different organisations and agencies
-  The key benefits
-  The costs
-  The potential savings
-  What you get for your money








Delegate numbers: 6 -16

Timings: 2pm– 4pm

Effective Website Design

This course is aimed at tourism operators who have little or no experience of websites. The course looks at how to create high impact websites to enhance your product. PLEASE NOTE, this course does not teach you how to build your own website – leave that to the experts.

Course Content:

-  Where to begin
-  Writing copy
-  What to include
-  Selecting photographs and/or films
-  Navigation
-  Making bookings
-  Links



















Delegate numbers: 6 –16

Timings: 1.30pm-4pm

Marketing Skills for Tourism Operators

This course is designed to help small/medium tourism businesses who already have a basic understanding of effective marketing through print, websites and advertising. In this course, we go on to look at data capturing, research and direct marketing opportunities to encourage repeat business, target new markets and extend your season. This course will be most beneficial to those who have knowledge and experience of Information Technology.

Course Content:

-  Data capturing contacts
-  through enquiries
-  through bookings
-  Data Protection Act
-  Research opportunities
-  using your existing database
-  sourcing new contacts
-  Researching your customers' interests
-  Direct Marketing
-  effective print
-  timings
-  messages
-  E Marketing
-  newsletters
-  special offers
-  bespoke invitations
-  Monitoring and evaluation
-  Partnership opportunities







Delegate numbers: 6 -16

Timings: 10am-3pm

Effective Brochure Design

This course is aimed at tourism operators who have little or no experience of brochure production, copywriting and picture selection. Together, we will look at how you can create high impact print to enhance your product.

Course Content:

-  Literature styles
-  Where to begin
-  Writing copy
-  What to include
-  Selecting photographs
-  Buying design and print




Delegate numbers: 6 -16

Timings: 9.30am - 12 noon

Proofreading Course

This course will teach you the skills required for proofreading to ensure that spelling and grammar in your own literature, advertisements, websites and website entries are all correct. It will also teach you how to amend copy for your advertisements, literature and websites.

Course Content:

-  Reading text literally
-  Looking for the pitfalls
-  How to correct copy







Delegate numbers: 6 -16

Timings: 10am - 12 noon

Complaint Handling

This course will give you the confidence and skills to effectively deal with difficult or challenging customers. The course covers key customer service skills, complaint-handling and also how to turn complaints into sales.

Course Content:

-  Fun activities about customer care and complaint handling
-  How to provide excellent customer care and avoid complaints
-  The model for dealing with complaints
-  Case studies and discussion
-  How to turn complaints into sales
-  Action Planning

Delegate numbers : 6 – 12

Timings: 10am – 4pm







Recruiting and Retaining staff

Recruitment and selection is an expensive and time consuming process which needs to be done fairly and objectively. Mistakes made by managers can prove costly if issues of compliance are over looked, but the costs of getting the wrong person for the role, in terms of reduced performance and subsequent team or individual problems, are even greater.

Getting an effective team together is just the starting point. With tight labour markets and high recruitment costs the ongoing challenge to retain and manage talent has never been greater and much of the responsibility for this lies with the line manager. Even with an established team, over time capabilities change and jobs evolve so getting the best from the members of your team requires constant vigilance.

This programme provides you with the tools and techniques needed to improve both selection and retention within your team and with the awareness and knowledge needed to ensure compliance with legal requirements and your organisation's policies.

Course objectives:

-  identify the roles and profiles that are needed in your team and assess the impact of changing these
-  use the range of techniques and tools to support the selection of suitable candidates
-  use available sources to identify the latest rules and advice to ensure compliance with legal and regulatory requirements during recruitment, selection and retention activities
-  discuss current recruitment and selection policies and ideas for improvements at team and company level with HR and work with them to help ensure the best possible team is available
-  understand the factors that influence people's satisfaction with a job and retention levels and make recommendations for improving this within your team
-  complete your selection and retention assignment and enjoy the benefits this brings to your organisation

This course is aimed at line managers, team and owner operators who need to bring high performing teams together quickly, or who are working with teams where recruitment is particularly difficult.

Delegate numbers: 6 – 12








Timings: 10am – 4pm

Converting Telephone Enquiries into Sales

Incoming enquiries are the lifeblood of many types of business so why should the Prospect choose yours over your Competitors?

This Workshop gives you the opportunity to pick up some great techniques that will help you to establish Rapport with each caller and to help them to make the best buying decision – to buy from YOU!

Course Content:

-  Identifying Buying Signals
-  Putting the Service into Selling
-  Focusing on the Positives
-  Promoting Features & Benefits effectively
-  How to ask for the business
-  Getting the most out of your telephone
-  Action planning

This course is aimed at any member of an organisation that has to deal with incoming telephone enquiries that could be linked to Sales

Delegate numbers: 6 – 12

Timings: 10am – 4pm



BOOKING FORM

Please complete this form in BLOCK CAPITALS.

Name of Organisation _____

Name of Delegate	Course Title	Date of Course	Price

Please invoice me for the amount of £.....

Contact Name:.....

Mailing address for Joining Instructions and Invoice

.....

Tel No:..... Fax No:.....

Signed:.....

**Your completed booking form should be returned to:
 Susie Brindley, Willow Business Support Ltd, 19 Keble Drive,
 Bishopthorpe, York, YO23 2TA
 You may call us to check availability of places 0845 3880419**

<p>Please note cancellations within 14 days of the course start date will incur the full cost of the course fee. A substitute delegate may be sent at any time up to the start of the course without affecting the course fee.</p>
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