



Boost Profitability, Build Resilience and Turn More Tourists into \$\$\$'s for Your Business in 2018

The **Terrific Tourism NT Business Improvement** workshops are designed specifically for switched on, go-ahead small tourism businesses. They are guaranteed to help you boost your profitability, build your business resilience and turn more tourists into advocates promoting and recommending your business.

This is a one-time opportunity to take your business from good to GREAT.

Terrific Tourism NT Business Improvement: In just four one day workshops run between February and November gain insights and ideas that take you outside of your day to day routine, and gives you a customer's eye view of your business. Each of the four days addresses a critical area of your business, with the overall theme being:

- A systematic approach to generate increased \$\$\$ and positively influencing customer behaviour.
- Turning your customers into walking, talking, clicking and tweeting ambassadors for your business.

The four workshops will include:

Workshop 1

Managing Customer Delight

Understanding how various visitor types judge you and finding sustainable ways to positively influence their perceptions.

Managing customer delight with policies, procedures and standards that ensure a consistently positive experience.

Workshop 2

Winning More Customers

Steps to ensure you are noticed, remembered, trusted and preferred.

Low cost ways to market and promote your business and your region.

How to conduct a Customer Experience Audit of your business.

Workshop 3

Managing your time and your customers

Time management, stress management and goal setting techniques that help you keep on track.

Dealing effectively with negative comments, communicating positively and handling criticism via social media, face-to-face and over the phone.

Workshop 4

Sharpening the Sword

Turning enquiries into bookings and sales.

Influence and persuasion in action.

Promotions that don't rely on price discounting.

Applying lessons from the Customer Experience Audits.

Contacts

Alice Springs	Grant Whan	grant@becnt.com.au	08 89515788
Darwin	Joanne Walters	joanne@becnt.com.au	08 89236144

The **Terrific Tourism NT Business Improvement** is presented by Jan Collins and Jurek Leon of [Terrific Trading](#) Pty Ltd. Both presenters have an incredible amount of experience with tourism businesses across Australia. Their practical, down to earth approach is both engaging and inspiring.

The feedback from participants on previous programs is that their ideas actually work. See the comments from 2017's participants on page 4.

Normally you would expect to pay \$3,300 for the workshops and consultancy. However, with the support of Business Enterprise Centre NT, if you are an eligible tourism business, you can access the complete program for only **\$330**.

Your time investment will be

- 4 one-day interactive workshops on Monday of weeks commencing;

Location	Workshop 1	Workshop 2	Workshop 3	Workshop 4
Darwin	19 February	30 April	20 August	5 November
Alice Springs	26 March	14 May	13 August	19 November

- On-site one hour individual coaching session following each workshop.
- Terrific Trading will conduct a thorough Customer Experience Audit of your business; and develop a comprehensive, step by step action plan specifically for you.
- Access to support material and resources between each workshop.

Your involvement in **Terrific Tourism NT Business Improvement** will enable you to:

- Building the profitability, resilience and performance of your business.
- Stay focused while sharing ideas and experiences with like-minded businesses;
- Enhance your customers' experience and turn them into enthusiastic advocates; and...

Rock Solid Guarantee

If you attend at least two of the one-day workshops and follow up coaching sessions and don't believe you have received at least 3 times the value of your \$330 registration fee, we will refund your fee.

To register for the **Terrific Tourism Business Improvement Program** go to:

WWW.BECNT.COM.AU

Contacts

Alice Springs	Grant Whan	grant@becnt.com.au	08 89515788
Darwin	Joanne Walters	joanne@becnt.com.au	08 89236144