



Betsy Bondurant, CMM, CTE
President
Bondurant Consulting

Bondurant Consulting, led by Betsy Bondurant, CMM, CTE offers a unique 360° perspective with over 30 years of industry expertise in hotel sales, meeting & trade show management and corporate travel, including 12 years of direct involvement in the discipline of Strategic Meetings Management.

Betsy developed and implemented Strategic Meetings Management at the world's largest biotech company, which also provided her deep insight into the regulations affecting the Life Sciences industry. In 2007, she moved from the corporate meeting world to consulting, much of which has been on the procurement side as well as providing support to suppliers and corporate clients. In 2009, Betsy was one of the first to achieve MPI's Accredited Trainer designation. This diverse background positions Betsy uniquely for the successful development and delivery of outstanding SMMP content.

keeping it SiMMPIe

Strategic Meetings Management: *Practical, Light and Effective*

Training for Hotel Sales Professionals

To increase sales and keep market share from eroding, does your sales team need a more in-depth understanding of Strategic Meetings Management Programs (SMMP)? Are they struggling to speak confidently with clients who have begun to develop an SMMP? Are the implications of Strategic Meetings Management and its influence on the sales process clear?

Give your team the tools they need to speak confidently and effectively to buyers in both the meeting and procurement departments. Prepare your team so that they can capitalize on the SMM movement!

In alignment with its *Keeping it SiMMPIe* philosophy, Bondurant Consulting has developed SMMP training targeted specifically to the hotel sales professional. In addition to defining the components of Strategic Meetings Management, the training is designed to provide guidance on the nuances and implications of SMM on the sales process.

By participating in this day training course, your team will:

- Position themselves uniquely from the competition
- Develop an in-depth understanding of what exactly Strategic Meetings Management is and what it means to their sales role
- Learn how to successfully engage with procurement professionals
- Improve the value-add offerings to their clients
- Be viewed as more of strategic partner with their clients

Contact Betsy today to discuss the best delivery timing for your sales team!



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