



GOVERNMENT OF SAINT LUCIA

Ministry of Tourism, Investment, Creative Industries, Culture and Information

Terms of Reference (TOR) for Sales Training to Tourism Operators (Vendors)

A. Background

The Ministry of Tourism recognizes the importance of sales skills in enhancing the competitiveness of vendors within the tourism industry. To address this need, the Ministry is seeking a qualified organization or consultant to conduct a comprehensive training program aimed at equipping participants with the necessary skills and knowledge to increase their sales.

The tourism sector in Saint Lucia plays a pivotal role in driving economic growth and fostering local entrepreneurship. With its diverse attractions and vibrant culture, Saint Lucia continues to attract visitors from around the world. However, in order to maximize the potential of tourism businesses, it is essential for vendors to possess strong sales skills. Effective sales techniques not only contribute to increased revenue but also enhance the overall visitor experience. Recognizing the importance of sales proficiency, the Ministry of Tourism, Investment, Creative Industries, Culture, and Information is initiating a Sales Training Program tailored specifically for vendors within the tourism sector.

B. Goal

The primary goal of this training program is to enhance the sales skills of vendors within the tourism sector of Saint Lucia. By focusing on improving sales practices, the program aims to:

- Increase revenue generation for tourism businesses.
- Enhance customer satisfaction through personalized and effective sales interactions.
- Equip vendors with the necessary skills to promote and upsell tourism products and services.
- Foster long-term relationships with customers and encourage repeat business.
- Strengthen Saint Lucia's position as a premier destination for tourism experiences.

C. Objectives

To equip at least (100) vendors with enhanced sales techniques tailored to the tourism industry.

D. Scope of Work

The Sales Training Program will cover a comprehensive range of topics aimed at enhancing vendors' sales proficiency within the tourism sector. Key areas of focus may include but are not limited to:

- Understanding customer psychology and behavior in the context of tourism.
- Techniques for effective product presentation and demonstration.
- Upselling and cross-selling strategies to maximize revenue.

- Handling objections and overcoming customer hesitations.
- Building rapport and establishing long-term customer relationships.
- Utilization of technology and digital platforms for sales optimization.

E. Deliverables

The selected consultant(s) will be responsible for delivering the following:

- Development of a detailed curriculum and training materials customized to the specific needs of vendors within the tourism sector of Saint Lucia.
- Facilitation of interactive training sessions in accordance with the agreed-upon schedule and methodology.
- Provision of resources and tools for ongoing skill reinforcement and self-improvement.
- Evaluation of the effectiveness of the training program through pre and post-training assessments and feedback mechanisms.

F. Duration and Timing

- The Sales Training Program is expected to be conducted over a period of ten (10) days during the month of July 2024.

G. Qualifications

Interested organizations or consultants should possess the following qualifications:

- At least a Bachelor Degree in Sales, Marketing and communication or related field with at least 5 years' experience.
- Certification in Sales and Sales Strategies will be an asset.
- Demonstrated expertise and experience in sales training, particularly within the tourism sector.
- Relevant educational background in business, marketing, hospitality, or a related field.
- Certification or accreditation in sales training or facilitation is preferred.

H. Proposal Submission

Interested parties should submit technical and financial proposals, including a detailed Curriculum Vitae (CV) and relevant portfolio of previous work to Tourismeducationslu@gmail.com or mintourismslu@govt.lc by 10th June, 2024.

I. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Academic Qualification.
- Demonstrated experience and proficiency in sales training, particularly within the tourism sector.
- Quality and feasibility of the proposed curriculum and training approach.
- Cost-effectiveness of the budget proposal.
- Ability to deliver the training program within the specified timeframe.