



## ... Developing a Sales Culture

*Congratulations!*  
*You are now officially one of the world's greatest selling  
cabin crew*

10.6.10

Dear

On behalf of everyone at ISPY may I take this opportunity to congratulate you on being selected to represent your airline at the forthcoming airline event of the year; ISPY. Within this letter you will find lots of useful information which will help you prepare for and maximise your chances of winning an award. Preparation is everything and the more time and attention you give to this the more successful you will be.

### **What to wear & pack?**

You should be in uniform for the daytime training and activities. Your photo will be taken as soon as you arrive and we want you looking your best in your uniform. Monday through Thursday evenings are casual and you will even be given a T-shirt to wear for the Wednesday evening activity. For the gala awards evening the dress code is black tie/ posh frocks/ national costume. You will receive lots of gifts and prizes throughout the week so make sure you have enough room in your suitcase to pack these all away.

### **Pre event information**

As well as this letter please visit the ISPY website regularly for detailed information on what's happening, where and why.

### **Pre event preparation**

Your manager will give you a copy of the ISPY Inflight Retail brochure that they have downloaded from the ISPY website [www.ispy-international.com](http://www.ispy-international.com). It is like any other airline inflight retail brochure and the products and brands within it, is what you will use throughout the training sessions and the assessments. This brochure will be available for download no later than the second week of August. You will be given a hard copy upon your arrival at ISPY.

A word of advice; make time to learn about the brands and products within the brochure!



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### **ISPY in the Dragon's Den**









We need you, as an individual or with your other ISPY crew colleagues to come up with an idea for a product which is specific to the needs of Inflight Retail. This idea/s should be sent to us no later than the 30<sup>th</sup> July. The best 10 product ideas will be invited to present their product to our 'Dragon's' who are industry experts. Every airline must submit at least one product idea. The product must not be edible or fragrance/skincare related. The form you need to submit your entry on can be downloaded from the website in the crew section.

### **ISPY's Got Talent!**




This is something we introduced last year for our Tuesday evening entertainment. If you think you can sing/dance/juggle/tell a joke then again go to the website, download and complete the form. Please return to us no later than the 30<sup>th</sup> July. We can promise you a great evening

### **Training & assessments**





You will be trained by last year's winning crew who have successfully completed the ISPY advanced programme equipping them with the skills to sales train the world's greatest selling cabin crew. They will train you in the following subjects:

-  Effective use of Product knowledge
-  Sales generating PA
-  Product merchandising
-  Selling with emotional intelligence
-  Maximising sales techniques
-  Sales awareness
-  Cultural communication
-  Sales coaching inflight

You will be assessed through a combination of written and practical assessments. The written assessments are:

-  Product knowledge
-  PA (content)
-  Sales awareness

The practical assessments are:

-  PA (delivery)
-  Product merchandising
-  Selling with emotional intelligence
-  Maximising sales techniques

Everyone must attend and complete every session and assessment.



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### **Awards:**

The awards are split into 2 groups; UK & Ireland and the Rest of the World. Within each group there are 6 awards:

1. PA (content & delivery)
2. Product merchandising
3. Team sales awareness
4. Selling with emotional intelligence
5. Maximising sales techniques
6. Regional winner

There is also the overall title for the global 'Inflight Sales Person of the Year'.

Other awards are:

1. Best Product in the Dragon's Den
2. Product quiz (during the product knowledge fair)
3. Airline of the year

### **Socialising at ISPY**

We have a full week of entertainment lined up for you starting with:

-  Welcome dinner – sponsored by Scorpio
-  ISPY's Got Talent – sponsored by Britvic
-  A night at the races – sponsored by DFASS & Diageo
-  Crew barbeque
-  Awards gala night - jointly sponsored by Coty Prestige and Mars

### **A word of warning**

We will not tolerate any inappropriate behaviour during your stay with us. We insist on the highest standards of behaviour at all times. We want you to have lots of fun, but remember at best you may be deducted points from your scores, at worst you will be sent home. Even after the event any inappropriate postings on social networking sites could result in your airline being disqualified from the event next year.

### **Work hard play hard**

ISPY is not considered as a turn up and get. You will be working very hard throughout the day, but the learning we promise will be fun. In the evening you can let your hair down and relax and get to know your new friends. All food and beverages during the daytime and with dinner will be provided.



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If there is anything else you want to know check the website, if you can not find an answer to your question there, then email [Steve@trtuk.com](mailto:Steve@trtuk.com) and he will only be too happy to help.

Once again many congratulations and we look forward to welcoming you to ISPY in September.

Best regards,

*CJ Martin*

Christine Martin  
Managing Director TRT