



SALES & OPS

EVERYONE'S DREAM

EVERYONE'S NIGHTMARE



ABOUT ME

**Director of Meeting Operations, Lake Tahoe
Caesars Entertainment**

- Nevada Native
- UNLV Grad – GO REBELS
- NACE Member Since 2013
- IPP Reno Tahoe NACE
Chapter
- NACE National Conference
Advisory Committee Chair
- Over-emoter
- Generally fun to be around



Andy Bomberger, CPCE

BEFORE WE BEGIN



This is a safe space. We are all sales people, we are all operators and we are all here to produce great events for our clients



The opinions expressed are purely my own, and it's ok if you don't agree! I have a unique view of the industry and my goal is to share what I've learned and potentially present a new perspective



One size approaches do not fit all. Always be your biggest advocate and go into a situation with a win win attitude - but know that's not always the reality



INSPIRATION



OVERVIEW

01

BREAKDOWN OF SALES AND OPERATIONS
PROFESSIONALS

02

BRIDGING THE GAP

03

DRIVING REVENUE AND INCREASING
PERFORMANCE

SALES




- Confident and outgoing
- Constantly networking and promoting themselves or their business
- Always prospecting, looking for the next piece of business
- Familiar with their product or service
- Constantly being pushed for higher and higher goals & achieving more
- Effective communicators and negotiators

OPERATIONS



- Creative problem solvers
- Thrive in chaos / cool, calm, collected
- Organized, detailed and fantastic multitaskers
- Experts in their area of the operation
- Perfectionists
- Dedicated





**DO ANY OF THESE
SOUND LIKE YOU
OR SOMEONE YOU
WORK WITH?**

THINGS TO REMEMBER

- Everyone has a boss
- Everyone has a goal
- Everyone has a life outside of work
- Don't assume - you don't know what you don't know

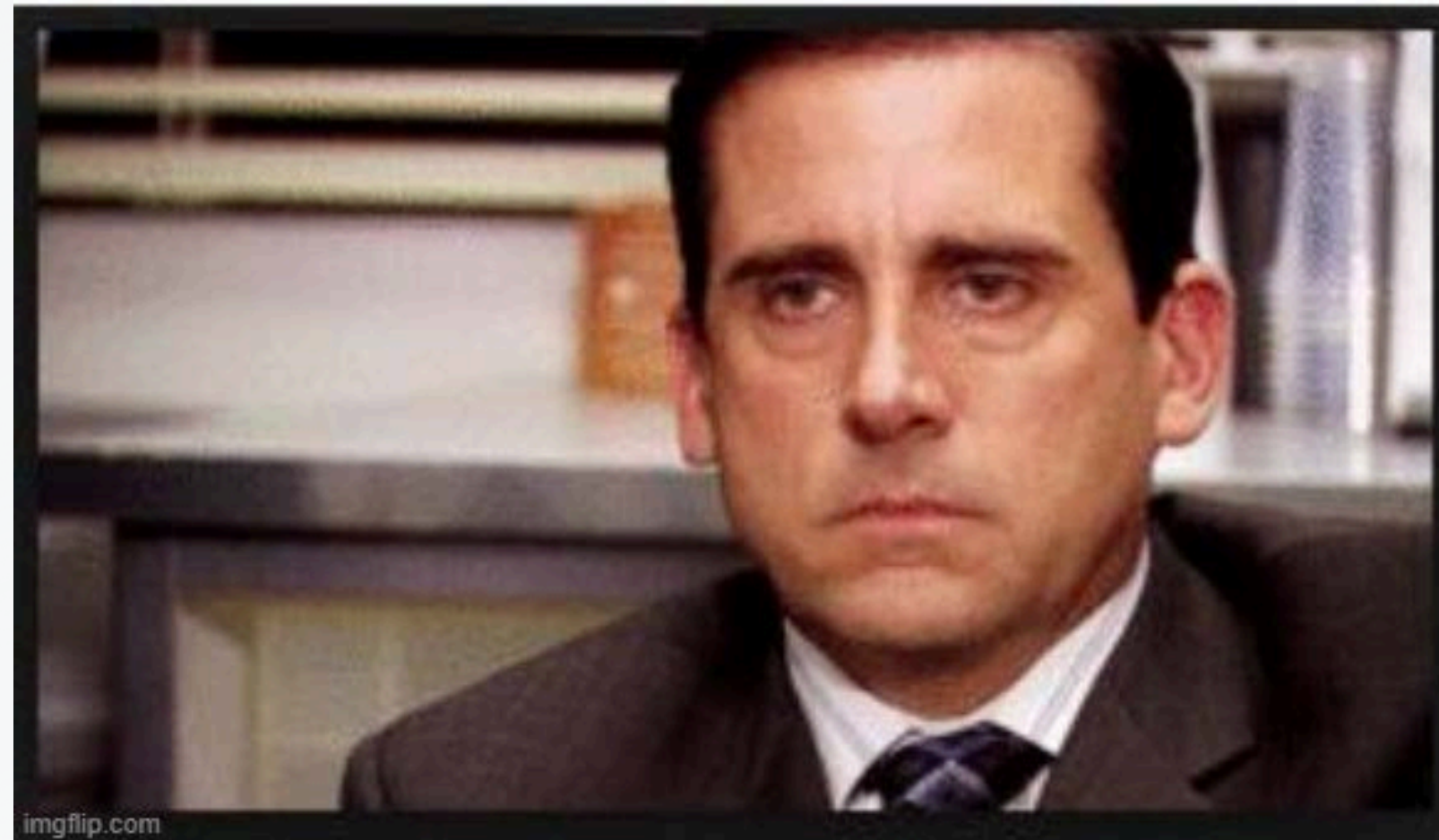
- Someone's weakness may be your strength

- It's never too late to switch sides



CONTROLLING THE INTERNAL NARRATIVE

When there's a made-up argument going on
in your head and it's filling you with frustration.





CONTROLLING THE INTERNAL NARRATIVE

- Creative
- Forward thinking
- Motivated to get a sale and keep business going
- Work / Life balance
- Trusts the operation team
- Looking for ways to grow



CONTROLLING THE INTERNAL NARRATIVE

- Helpful insight and experience
- Taking care of clients
- Just want the best possible outcome
- Honest
- Focused on the present issues at hand
- Dedicated



**WE CAN FIX
THIS & GROW
REVENUE IN
THE PROCESS!**

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GROW TOGETHER NOT AGAINST

Every strong relationship begins with....



- Get to know your peers
 - What makes them tick - how do they operate, how do they best receive information
 - Learn their “Why”
 - Mimic their energy
 - Fill in each others “gaps”
 - Have the dang conversation

CROSS DOCUMENTATION



Receipts. Proof. Timeline.
Screenshots.

Think like an attorney!

If I die tomorrow, could someone pick up my event/program/orders/contracts etc. and run with it?

Communicate hot points, challenges, decision reasoning from the sales process

Post event follow up

GET YOUR HANDS DIRTY



Be a part of the sales process

Show up to your client's events

Learn how to SELL! Contracting, leads, prospecting, deposits, follow up, negotiation tools & tactics

Learn how to OPERATE! Inventory, setup, execution, staffing, tracking, posting, tear down/clean up

Communicate why you want to learn other parts of the business

AND FINALLY...

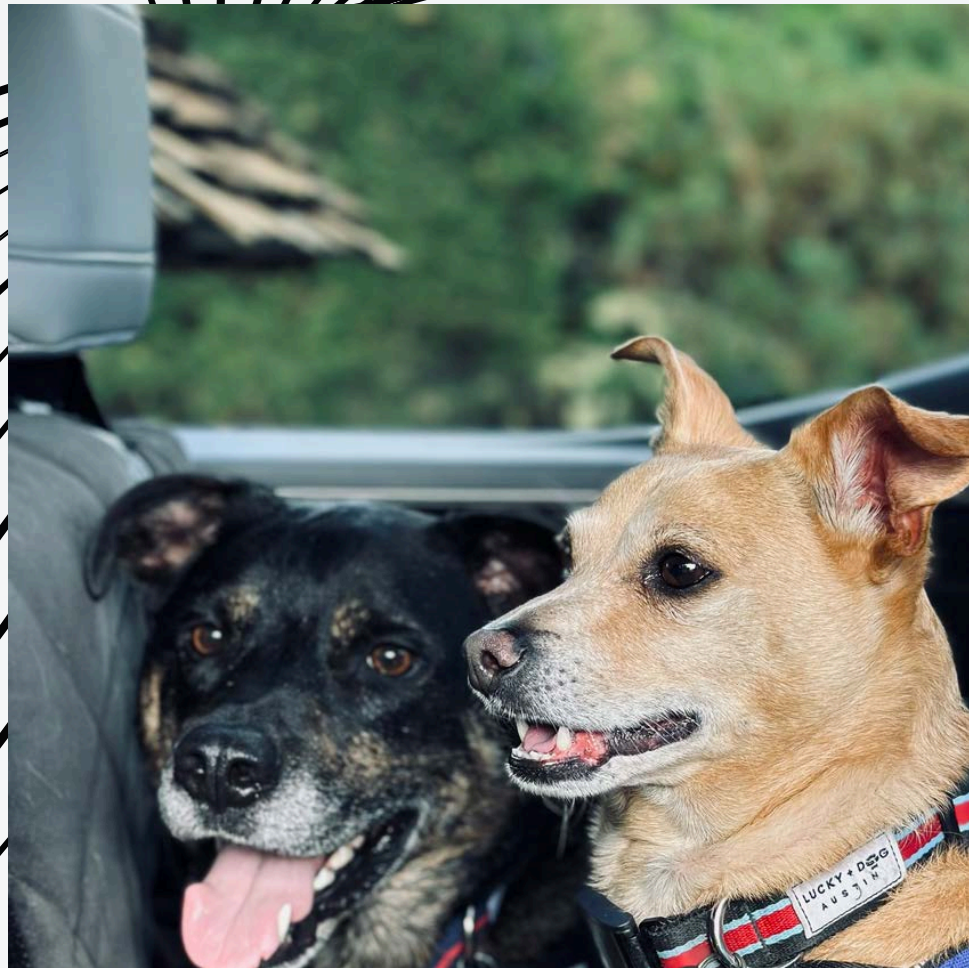




QUESTIONS?

COMMENTS?





Andy Bomberger
bomberger.andy@gmail.com
775.775.742.7684

Your Opinion Matters!

**Please complete the education
evaluation for EVERY session
you attend!**

Thank you!



Andy Bomberger, CPCE, is the director of meeting operations, Lake Tahoe for Caesar's Entertainment where he oversees catering, convention services, and banquets.

As if that's not enough, he is also the Immediate Past President of the Reno-Tahoe NACE Chapter and current NACE National Conference Advisory Committee Chair. He's been a recognized industry professional for over a decade in many facets of meetings & events across Nevada and was President of the Las Vegas Student Chapter of NACE while he attended UNLV.

In previous roles he's been a Director of Sales, Catering & Sales Manager, Event Coordinator - so he really has seen it all - and he dedicates time to causes near and dear to him, like juvenile diabetes and animal rescue.

Please help me welcome our speaker...Andy Bomberger!!!!