

B2C SALES READY PROGRAMME

Take your direct sales to the next level



An expert-led online programme designed to help:

- Create a compelling B2C tourism offering
- Price your experience for profit
- Strengthen your marketing approach
- Maximise direct sales and revenue
- Develop a saleable experience brief

What is Fáilte Ireland's B2C Sales Ready programme

In 2024, there were 16.6 million domestic trips taken in Ireland, a 24% increase on 2019 figures, with a strong regional spread through the country.

By taking part in this programme you will be setting yourself up for success, ensuring your offer is tailored to the current requirements of that visitor and giving yourself the best opportunity to capture and maximise domestic visitor revenue.

Fáilte Ireland's B2C Sales Ready Programme is a series of steps delivered by subject matter experts with extensive tourism selling experience. Our multi-modular online programme will give you the foundation required to craft, price and present your offers.

The programme is a blend of self-directed learning, live online workshops, and additional 1:1 Advisory Clinics with one of our sales experts to refine your sales offer.

Please note, the support received under this programme is considered State Aid given under De Minimis. It is provided under the EU De Minimis Regulation, which allows up to €300,000 in aid over any rolling three-year period. The value of this programme (up to €900) will count towards your De Minimis threshold.

WHAT IS REQUIRED FROM ATTENDEES?



4 half days over 6 weeks, plus **2.5 days** to complete self-paced coursework and actionable outcomes assigned in each step



3 x live online workshops, supported by self-paced learning and **one x 1:1 Advisory Clinic** with sales experts

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OUTPUTS & BENEFITS OF THIS PROGRAMME

- ✓ Completed B2C offer (saleable experience) and written pitch document
- ✓ Action plan for domestic growth and sales
- ✓ Leveraging visitor segmentation and consumer motivations to grow sales
- ✓ Understanding costing and breakeven price for your experience
- ✓ Improved marketing and conversion tactics

Who is the programme suitable for?

If you are a business owner, manager or member of staff in a tourism business with compelling products and or services to sell directly to consumers this programme is for you and should be viewed as essential training.

By taking part in the programme, you will be setting yourself up for success, ensuring your offer is tailored to current demands giving yourself the

best opportunity to capture and maximise revenue.

WHAT IS REQUIRED FROM ATTENDEES?

You will have to commit the time and resources to the learning modules, mentoring and implementation of actions. As well as the 4 x half days, you will need a further 2.5 days to complete self-paced learning and all actionable outcomes from each step.

For the convenience of all attendees, all modules and meetings will be conducted online to provide maximum accessibility and flexibility for businesses.

Please note: the business representative must complete all modules in this training programme, including the 1:1 Business Advisory Clinic.



Programme overview

MODULES

1 POSITIONING AND PRESENTING B2C SALEABLE EXPERIENCES

Live online workshop

2 PRINCIPLES OF PRICING

Self-paced online course via learniFI

3 PRICING FOR PROFIT AND MASTERING TERMS & CONDITIONS & CANCELLATION POLICIES

Live online workshop

4 B2C MARKETING TACTICS TO DRIVE CONVERSION & COMMERCIALISATION

Live online workshop

5 SALEABLE EXPERIENCE MENTORING CLINIC

1:1 advisory clinic with Marketing Expert

OUTCOMES

Practical guidance and support on how to develop appealing experience offers that drive sales and maximise profitability from the domestic & B2C market

B2C pricing techniques including the importance of costing and how to determine your breakeven price

How to communicate price and leverage the value of the experience in your pricing model

Marketing tactics to drive the commercial performance of your new Saleable Experience offers

A refined B2C offer with pricing for your business, targeted for direct sale to consumers

Testimonials



"I recently completed the Fáilte Ireland Domestic and B2C Sales Ready Programme. As an activity provider who has been selling experiences for almost 20 years, I wasn't quite sure what the programme entailed or if it would be useful for me. However, the training really helped me to clarify my offers, my pricing and my marketing efforts. My finished Sales Ready Document will prove invaluable going forward, as a concise reference point to provide to potential customers, tour operators and collaborators. The feedback from my mentor on the 1:1 Business Advisory Clinic was also valuable and provided me with reassurance that the document conveyed my business offerings and ethos to future clients in a positive light. Thank you Fáilte Ireland!"

DENISE DUNNE

The Herb School, Co Dublin

"The Fáilte Ireland B2C Tourism programme made a real difference to how we think about our visitor experience. It pushed us to be clearer, more commercial and more customer-focused."

The practical side was what stood out most: solid guidance on positioning, pricing, terms and conditions, cancellation policies and B2C marketing. But the real value was in pulling all of that together into an actual Saleable Experience document and pitch. The feedback we got along the way gave us genuine confidence that what we've built is commercially sound and ready to put in front of the market."

Overall, it was a really positive experience working with Fáilte Ireland. The programme was well run, practical, and genuinely relevant to our business. It's truly taken us from having an idea to having a polished, market-ready tourism offer."

**ANNARITA MONALDI
AND PATRICK DUNNE**

Studio Arts & Crafts, Ardagh, Co Longford

