Tips for a Successful Go West Summit

How to sell your product to tour operators and maximize your time at Go West Summit

5 Minute Networking Session
• Fast-paced, five-minute networking sessions from 8:00-8:55am on day 1 of Marketplace.
• This is for networking only, not a full appointment.
• Take advantage of this chance to network and visit tour operators that you do not have pre-scheduled appointments with.
• You are only allowed five minutes with each tour operator. There will be others that need to see the same tour operators.

Getting the most out of the Marketplace Appointments
• Appointments are 12 minutes, so pace the meeting accordingly.
• Do not overstay your appointment time...someone else is waiting!
• Know what type of product the tour operator sells before the appointment.
• Ask the right questions to determine what their true needs are, then LISTEN!
• If there appears to be a match, discuss only your products which fit their needs. If there is no match, thank them and move on.
• You may need to sell your state first, then your destination, then the property or attraction.
• Be able to effectively express what your destination has to offer.
• Be enthusiastic.
• Take notes on the conversation.
• Together, determine what the next step is.
• Keep track of all verbal sales commitments and confirm them in writing immediately afterwards.
• At the end of the business meeting, summarize all points discussed.

Work the social functions
• Use every social occasion as a business opportunity. This is an excellent opportunity to meet with tour operators with whom you did not get an appointment.
• Bring your business cards.
• Create your target list ahead of time.
• Keep it informal... don't oversell.
• Invite tour operator(s) to join you at a meal function.
• Tuesday’s “Evening on Your Own” is a perfect opportunity to invite tour operators to dinner. Visit the host city’s booth for restaurant suggestions.
• Sign up for Adventure Day. It’s a great way to meet tour operators and other suppliers.

Evaluations
• Give us feedback that will make this summit more beneficial to you.
• Evaluations forms will be emailed to you after the event.

What happens after Go West Summit?
• FOLLOW-UP!!! Promptly!
• Promptly write thank you letters.
• Promptly mail additional information requested and “ask for the business”.
• Confirm verbal commitments in writing.
• Maintain relationships and keep your name before your clients at every opportunity.
• Establish partnerships with other suppliers.
• Developing international business is a process; it can take 2-5 years.
• Relationships mean trust and commitment first, then business follows.
• Participate annually in the Go West Summit and other trade shows.