

### **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.