



## TIPS FOR A SUCCESSFUL GO WEST SUMMIT

*HOW TO SELL YOUR PRODUCT TO BUYERS AND MAXIMIZE YOUR TIME AT GO WEST SUMMIT*

### WHAT HAPPENS AFTER GO WEST SUMMIT?

#### FOLLOW-UP!!!

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 Go West Summit and other tradeshows.



### 5 Minute Speed Appointment Session

- Fast-paced, five-minute networking sessions from 8:00-8:55am on Day 1 of Marketplace.
- These five-minute sessions are for networking only, not a full appointment.
- Download and use your Hit List to create a target list of buyers.
- Take advantage of this chance to network and visit buyers 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 buyers, please be respectful of their time.

### 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 buyer 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.
- The USA is big - you may need to sell your state first, then your destination, then the property or attraction. Bringing a map with your destination pinpointed is a helpful tool.
- 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. Approx. 250!
- Create your target list ahead of time.
- Keep it informal... don't oversell.
- Invite a targeted buyer or buyers to join you at a meal function.
- The "Open Evening" is a perfect opportunity to invite targeted buyers to dinner. Visit the host city's booth for local restaurant suggestions.
- Sign up for Adventure Day. It's a great way to meet buyers and other suppliers.

### Post Event Survey

- Give us feedback that will make this summit more beneficial to you.
- The Post Event Survey will be emailed to you after Go West Summit.

Questions? Call us at 303-850-7144 or email [info@gowestsummit.com](mailto:info@gowestsummit.com).