

SCHMOOZING



SALES CALLS

Sales calls ensure regular contact with distribution partners allowing you to update them on your product and build stronger relationships. In turn, they are better equipped to sell your product more effectively.

Plan at least a month ahead. Timing and frequency depends on volume of current and potential business. International partners are impacted by seasonality and the right time to visit varies from market to market. Consult your STO for advice.

Consider the purpose of the sales call and bring along the appropriate sales tools and materials. For example, will you be providing training to a large group or discussing a new offering with a product manager? Determine how many staff you will be meeting with, how much time you have and ensure you have access to a suitable venue. You may wish to provide morning or afternoon tea or leave behind a small memento.



- Have something new and exciting to discuss.
- Make an appointment and be on time.
- Reconfirm your appointment a few days ahead.
- Research the partner ahead of your first meeting. What markets do they work with; do they sell a competitor's product and what volume of business (if any) are they producing for your now?
- Keep your presentation short, factual and interesting. Use plenty of high quality images.
- Consider local customs if visiting a foreign country.
- Follow up after your meeting.
- Visit with complementary tourism operators if appropriate.



- Arrive unannounced, cold calling is seldom welcome.
- Plan trips during busy periods.
- Visit too often.
- Commit to rates or promotions without keeping a written record.

TRADE SHOWS

Trade shows are a forum to meet key industry players and to develop or build relationships. They are held throughout the year and target different audiences with different objectives.



Before the show

- Ensure you don't miss any key deadlines.
- Plan your display according to your booth / appointment space.
- Order and deliver marketing materials.
- Consider how you will stand out...will it be your uniform, unique imagery or clever use of props?
- Book accommodation and travel well in advance.
- Contact your distribution partners prior to the show via email. Maximise pre-appointment scheduling opportunities by ranking meeting preferences based on prior research. Use online messaging to fill gaps in your schedule if this option is available.
- Research those you'll be meeting with. Where do they sit in the distribution chain; are they selling your product (if so how are sales tracking); which markets are they working with and are they selling your competitors?
- Prepare your presentation – make it short, sharp and interesting. Use lots of visuals.
- Ensure you know your destination well – sell the region first and become familiar with key access points, flight schedules, etc.
- Prepare a template to capture key information during each meeting.
- Ensure you have your rates, images and biographies prepared.

During the show

- Arrive on time.
- Listen for 80% of the time, sell for 20% of the time.
- Ensure what you say is relevant...don't use a pre-rehearsed spiel..tailor your conversation to suit the situation.
- Ask questions.
- Make an impression...pinpoint one amazing thing about your product.
- Don't use slang and abbreviations. If you are meeting with a partner from a non-English speaking background, avoid speaking too quickly.
- Take notes.
- Don't distribute collateral. Provide information via USB or email during follow up.
- Seek an opportunity for further discussion.
- Invite appropriate partners to experience your product first hand.
- Thank them for their time / business.

After the show

- Follow up immediately after the trade show.
- Personalise your follow up and thank delegates for their time and interest.
- Ensure follow up includes all partners in the distribution chain.
- Send all materials, images, rates, etc that were promised as soon as possible.
- Keep in touch with trade partners between trade events. Use social media, newsletters, Christmas cards, etc to maintain relationships.

Trade shows are more cost effective than individual sales calls and a great way to meet many targeted clients in one setting.

You may wish to consider scheduling individual sales calls pre or post the trade event.