

Closing the Deal: Strategies for Increased Sales

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Qualifying Leads

- Lead v. Prospect
- 80/20 theory
- Referrals
- Prioritize!
- A good fit for your product or service
- Price in line with your offering
- Develop criteria of who your audience is
 - ✓ Pursue only selected opportunities outside of this



Lead Management

- Update and maintain your email lists, databases, etc. on a regular schedule
- Update easy changes immediately when you hear of them
- Get beyond the basics
 - ✓ Qualify
 - ✓ A, B, C, etc.
 - ✓ Group type



Knowing Your Competition

- Know who they are targeting
 - ✓ Size
 - ✓ Scope
- Know yourself
 - ✓ How you are differentiated?
 - ✓ Point of difference sells your product/service
- Two way street
 - ✓ It's not just about competing – referral network



Isolating Client Needs

- Meeting/Convention Market
 - ✓ Dates, rates and space
 - ✓ Attendance, rooms, requirements
 - ✓ What are their hot buttons/deal breakers
 - ✓ Top 3 – Why book/Why not book
- Group Tour Market
 - ✓ This market segment has different needs
 - ✓ Decision making cycle
 - ✓ Relationship factor



Follow Up!

- Tailor your follow up/know who you're talking to
- Don't send the same thing to everyone
- Standout - This is your chance to show why *you* are the right choice
- Be sensitive to how they want to communicate
 - ✓ People are busy, you may not get in front of them
 - ✓ Some prefer to talk, some prefer fax, email
 - ✓ Meeting with a sales person is not usually the top priority



Building a Strong Proposal

- Appropriate for industry
- Check out competition
- Not just the facts
- Needs to be turnkey
- Think one step ahead
 - ✓ Anticipate their questions
 - ✓ Address them pro-actively
- Everyone will do the basics
 - ✓ What more will you do?



Closing the Deal!

- Ask for the sale
- Persistence
- Follow Up
- Decision makers/influencers/old school
- Don't be annoying
- What to do if you don't get the business
 - ✓ Don't burn bridges - future opportunities
 - ✓ Networking contact
 - ✓ You never know...



Sales & Marketing Vehicles-1

- Turning Prospects into Leads
 - ✓ Personal selling
 - ✓ Telemarketing
 - ✓ Face to Face
 - ✓ Marketing Pieces
 - ✓ Mail (Letters, postcards)
 - ✓ E (These change, allow edits)
 - ✓ Fax
 - ✓ Web (Search)



Sales & Marketing Vehicles-2

- Turning Prospects into Leads
 - ✓ Advertising
 - ✓ Trade Shows
 - ✓ Partnerships
 - ✓ Voice Blasts
 - ✓ Referral Programs/Teams
 - ✓ Join Professional Associations
 - ✓ Press Releases



Increasing Sales

- Target right group size
- Some products, taking orders, build lists
 - ✓ Blockbuster shows
 - ✓ Special exhibitions
 - ✓ Key sporting events
- More products take an effort
 - ✓ Market for everything
 - ✓ Research
 - ✓ Partnerships/Co-Branding/Joint Sales
 - ✓ Networking



Q & A



Thank You for Attending!

