


ABCs of Tourism Sales for Non-Sales People

Presented by:

Doug Horhota, Manassas Museum

Mike Stoupa, Visit Prince William, Virginia

A attention
B be
C closing
D
A
H
I
D
A
interest
action

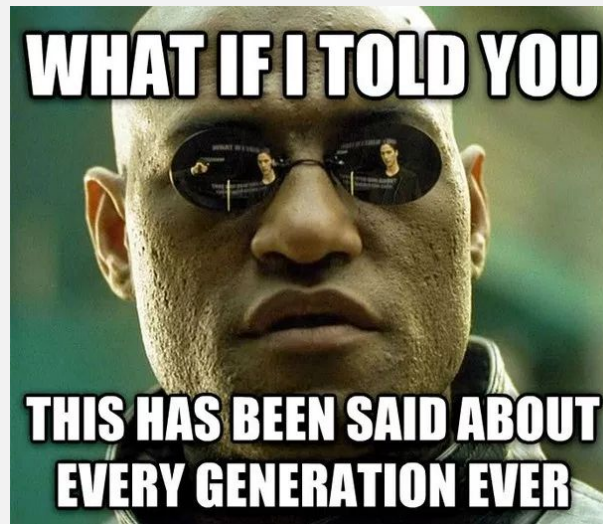
A hand in a dark suit jacket and white shirt cuff is pointing towards the word 'interest' on a chalkboard. The chalkboard is filled with handwritten text in white chalk, including the letters 'A', 'B', 'C', 'D', 'H', 'I', 'D', 'A' and the words 'attention', 'interest', and 'action'. The text is arranged in a vertical column on the right side of the board.

ABC's of Tourism Sales for Non-Sales People

- Introductions
 - How to talk like a tour operator
 - Why is a Millennial up here?
 - Doug's Bus Journey
 - Defining what makes a superior and terrible sales call
- Planning a group sales trip
- Breakout activity
- Critique and questions

Introductions - Mike

- What is a Millennial doing here?



How to talk like a tour operator

- DMO = Destination Marketing Organization
- CVB = Convention and Visitors Bureau
 - There is no difference between a CVB and DMO!
- Group Tour Operator = Company/group who plans trips for groups
- Motorcoach = Bus
- Sales Call = In-person or phone call to prospect or client
- Hours of Service/Driver Hours = 10 hours driving, 15 hours on-duty

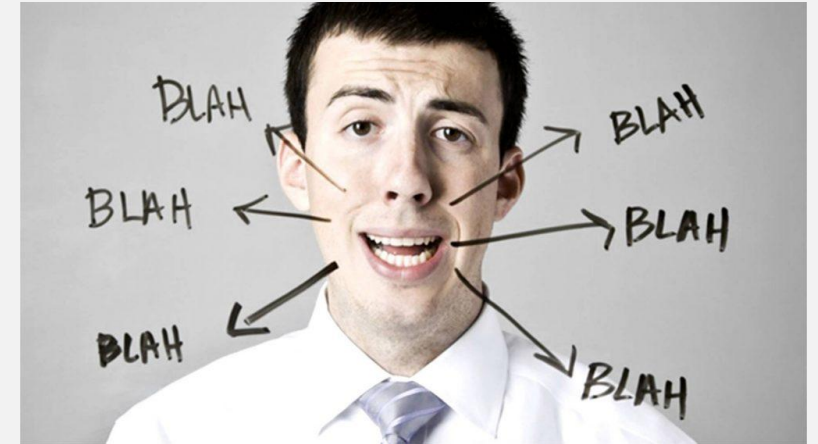
Introductions - Doug

- Doug's Bus Journey
 - Humble beginnings
 - Identify audience (who, what, where, when, why, how)
 - Some buses are more equal than others
-
- Benefits
 - Identify strengths
 - Patience
 - Put yourself on the bus...what's important to them?
 - Create the "a ha" moment



Sales Call - The Bad

- Why bother knocking?
- Forgetting to introduce yourself
- Here's everything I have!
- You can't park a coach there
- Did I mention it costs...
- Come whenever you want
- I said, "I'll answer your questions only after I'm done"



Sales Call - The Great

- ABC's of Sales - Always Be **Closings**
- Understanding their business and their clients
- Thinking beyond your museum because that's what your prospect or client is doing
- Bouncing ideas between others in the room
 - Worldstrides example
- Solve, Don't Sell



Sales Call - The Great

“Prior proper preparation prevents piss poor performance”
~Bryan Neale

Resources:

- DMO sales notes
- Virginia Tourism Corporation
- Other museums' experience
- **THE CLIENT'S WEBSITE!!!**

Planning A Group Sales Mission

Action steps:

1. Identify where you want to go and when
2. Determine ideal partners
3. Figure out how long you want to/can be gone
4. Plan prospect list/routing
5. Do what Nike says



Source: [Prosper Works](#)

YOU WANT SOMETHING? GO GET IT.

Know Before You Go - Items To Consider

Identify where you want to go and when:

- Where is your tour operator market?
- When do the companies plan their trips?
- How long can a motorcoach driver be behind the wheel?

Determine ideal partners:

- Think like your client: regionally
- Think outside the museum
- Grants!

Know Before You Go - Items To Consider

Figure out how long you want to/can be gone:

- See list above about where your visitors are coming from
- How long does it take to get there? Budget?

Plan prospect list/routing

- Where do you pull contacts from?
- 3 - 5 appointments a day is a good goal
- Stretch your comfort zone
- Schedule 1 - 2 months out

**INSPIRATION IS FOR AMATEURS,
THE REST OF US JUST SHOW UP AND
GET TO WORK.**

Chuck Close

Source: [Appster](#)

You're in the room with them...

- Discuss in the car
- Your introduction
- Working off of each other
- Be Joe Cool
- How to end the appointment
- Back-up plan if things get squirrely...

**YOU GET A FOLLOW UP, AND YOU GET
A FOLLOW UP**



EVERYONE GETS A FOLLOW UP!

Tips From The Road

- Utilize connections to secure discounted hotel rooms
- Schedule in some free time
- Bring a cache of snacks and a case of water
- 45 minutes is the magic number
- Rent a minivan if you have more than 3 people
- Bring a binder of materials already made up for the client
 - For all things sacred, please 3-hole punch!

Sales Call Live!

As a group, prepare an in-office group sales call

- Craft your elevator speech into a group sales pitch
- Build your itinerary - how do your organizations connect with each other? Remember, your client is thinking regionally, thematically, and logistically
- As best you can, please include nearby attractions, restaurants, service providers and hotels which tour operators will appreciate

Critique and questions



Don't put them to sleep

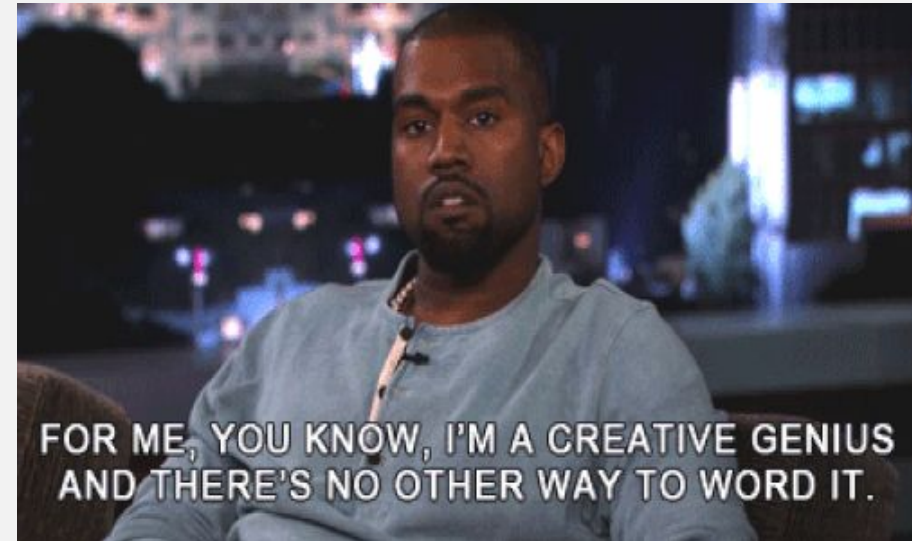


You're there for the common good

Critique and questions



Know your limitations, yet...



Be creative to increase your opportunities

“There is no such thing as a stupid question until I tell you otherwise”

~Anonymous presenter



Doug Horhota
Events & Programs Coordinator
City of Manassas, Parks,
Culture and Recreation
dhorhota@manassasva.gov
(703) 257-8265

Mike Stoupa
Tourism Sales Specialist
Visit Prince William, Virginia
mstoupa@pwcgov.org
(571) 359-2628

