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STEPS TO A (REALLY) SUCCESSFUL TRAVEL PRESENTATION

Giving travel presentations is a way of life here at Mayflower Tours – either with our travel partners, or directly to our travel partners. We have captured some thoughts after decades of trial, error and eventual successes. Here are our Ten Steps:



1 HAVE A SPECIFIC MESSAGE –

Whether you want to grow your business, retain your clients, bring new travelers to your agency, or simply to have exposure in your community, decide beforehand what your most immediate goal is.

2

CAREFULLY SELECT THE DATE, TIME AND LOCATION –

Consider the lead-time as well. Decide if weekday or weekend – daytime or evening – works best. Don't forget to check for events that might conflict – you don't want to compete against your favorite professional football team playing at the same time as your presentation.



3 SELECT A THEME –

Needless to say you want to match the type of travel program you are promoting – a cruise, holiday tour, or a train trip across Europe – the key is to keep it cost efficient and FUN!

4

DETERMINE THE OFFER AND REWARDS –

Always offer a special savings or gift for attending – and make it specific to their making reservations right then and there.



5 GET THE PEOPLE TO COME –

In addition to an eye-catching invite to your mailing list, put signs up around town. Make them RSVP. Invite them to bring a friend. And create a sense of urgency – "Space is limited."



6 MAKE SPECIAL EFFORTS TO GET YOUR EXISTING CUSTOMER BASE TO ATTEND –

Nothing is more powerful than a long-time client convincing a new traveler to join the fun.

7

TRACK YOUR RSVPs –

How many are first-timers – how many are existing clients? You will build your contact list from this list quickly.



8

PREPARE FOR YOUR PRESENTATION –

How many people in attendance? Size and layout of the room. AV equipment. Who will be presenting? Materials to bring. Get your timing down to the minute – if you tell them the presentation is one hour – you need to keep your promise.

9

THE PRESENTATION –

Follow a specific pattern. Welcome – introduction – present the product(s) offered – wrap-up – savings offer – reservation form – and most importantly, the CLOSE...ask for the sale.



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FOLLOW UP –

After the show, follow up with those who could not attend. Extend the savings to them. Follow up with those who attended and didn't book. See if they have other questions – remind them of the savings and extend it for them as well.

Trust me, a quality travel presentation is a great way to expand your business. If you have any questions, please call our sales department and we can forward you a short power point presentation with these helpful tips. Simply respond below for the complete presentation on *How to Host a Successful Travel Presentation* (And don't forget – we would love to partner with you at your next travel presentation.)



Happy Selling,

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