



Expert Tips to grow your group sales

By Group Tour Media, publisher of *Group Tour* and *Student Group Tour* magazines

Tap emotions to be remembered

When introducing yourself to prospective tour planners, do you offer up bland information or do you present yourself in a way that touches the planner's emotions and makes you memorable.

Consider the pairs of introduction statements below. The statement on the left is a typical dry, job description. The statement on the right effectively targets the tour planner's needs, concerns or desires.

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

— Maya Angelou

Compare how Steve, Group Sales Manager for Golden Hotels, could introduce himself:

"I'm responsible for soliciting new accounts and maintaining relationships with existing accounts to meet and/or exceed revenue goals."



The prospective tour planner thinks...

Blah-blah-corporate babble! All this guy cares about is making his sales goal.

-- versus --

"I'm here to guarantee that every member of your group is treated like a VIP from the moment they roll in."



The prospective tour planner feels...

Relief! Steve values group business and understands my biggest fears. I need to check out his property.

Compare how Maggie, Springfield CVB Director, could introduce herself:

"I promote the region's dining, shopping, lodging and attraction products to group tours visiting within a 250-mile radius of Springfield."



The prospective tour planner thinks...

Duh. That's obvious.

-- versus --

"I'm a 30-year, CDMO-certified travel professional dedicated to delivering value-packed shopping, lodging and attraction packages that showcase the Springfield region."



The prospective tour planner feels...

Score! I love one-stop shopping! Maggie's a pro and she's going to make my job so much easier!

Compare how Stacy, a Zipline Adventure Park staffer, could introduce herself:

"I handle retail and group ticket sales, reservations, daily gift shop operations, social media, and answering emails and the phone."



The prospective tour planner thinks...

Hmm. Stacy handles a lot of tasks. Does she really know anything about groups?

-- versus --

"Whether its a zipline adventure, a team-building aerial park challenge, or an off-road student safari, I can thrill your groups. Call me to brainstorm your dream tour."



The prospective tour planner feels...

We gotta talk! Who knew Stacy offered so many options? My hand is reaching for the phone now...