



# Expert Tips to grow your group sales

## Turn up the heat at trade shows.

Get the **maximum return with minimum effort.**

**Gather your fuel.** At the show, collect a business card from each planner you meet. Jot on the card when the planner brings groups to your area and what suppliers the planner buys from now. Too busy to take notes? At the very least, dog ear or fold the cards of planners you deem to be “hot” prospects so you can separate those cards from all that you will collect.

### Keep **HOT** prospects sizzling.

After the show, contact your “hot” planners *immediately*.

Planners with serious buying interest will seek out all suppliers in your area who offer what they need. This means they probably had contact with your competitors at the show. Speed is the key to success when converting these hot prospects into sales.

### Separate **WARMER** from **COOLER**

Any planner you meet at a group-travel trade show is a warm prospect. If they weren’t actively planning tours, they wouldn’t be at the show. Few businesses have the manpower to contact every prospect gathered at a show so use an email campaign to tempt the planners *most likely to book a tour in your area* to contact you.

How? By playing to your strengths.

- If you are the value leader in your market, offer an eye-popping special offer.
- If you have expertise in your market, offer to share your knowledge. For example, a list of “10 unique group activities” in your town.
- If you are a CVB, offer to make connections so the planner gets the most competitive pricing.

To be an effective lead evaluator, you must offer planners something that will help them do their job better. A generic reward, like a gift basket, will not separate potential buyers from tire kickers.

**Save the COLD.** If planners fail to respond to your email, don’t write them off. Some planners simply aren’t planning a tour to your area right now. Or they are content with the suppliers they know. Either way, the situation could change tomorrow. Enter the contact information, how you met, etc. in a data base and begin a slow-drip campaign to warm these planners to you. Establish yourself as a helpful, go-to resource in your area. You never know what business the future will bring.