



# Expert Tips to grow your group sales

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

Hello  
my name is

## DEVELOP RELATIONSHIPS... BEYOND THE SEVEN-MINUTE APPOINTMENT

*Touchpoint techniques  
to grow your business.*

### During your appointment

#### Listen intently for personal cues:

Don't let your eagerness to launch into your sales spiel cause you to miss the human connections. Small talk about work or family reveals ways to connect in the future. Shared interests, travel experiences and knowledge of colleagues are relationship-building gold. After your meeting, add these nuggets to your database of prospect information. Resist the urge to tell all your zany stories or talk at length about yourself at this first meeting.

#### Operators assume you already know about them:

Don't disappoint by relying on a last-minute skim of the sometimes-outdated operator profiles. Instead, before you get to the show, review the profiles online then do an Internet search to gather more information. While you're at it, add this intelligence to your prospect database. A little pre-show homework will make you shine.

**Follow up the right way:** Everyone knows the importance of following up after a sales appointment. For best success, follow up in the way your prospect likes best. How do you know if they prefer a phone call, an email, or a brochure dropped in the mail? It's easy!

At the conclusion of your appointment, simply ask, "How would you like me to follow up?" Be sure to add this preference information to your prospect database.

#### Constantly update your prospect database:

Review your database before any contact and have it open when you talk on the phone. Make notes as you learn tidbits of the prospect's personal information (daughter plays little league) or business needs (specializes in alumni tours). You'll remember better and with greater accuracy and confidence if you write these details down. Consider adding mug shots to help you connect the name with the face.

#### Find ways to connect without selling:

Based on your growing knowledge of the prospect as a person, look for "touchpoints" like sending a birthday card, forwarding a relevant news story or making business introductions. Establish yourself as a helpful and knowledgeable information source. Most importantly of all, be genuine.

**"TOUCHPOINT:**  
every contact point  
between a customer and  
the service provider."

— Marc Stickdorn and  
Jakob Schneider, *This is  
Service Design Thinking*