

Sales Pitching Perfection

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A sales pitch is no longer a “pitch” in the sense that you throw information at your customer as a baseball player would pitch a baseball at a batter. An effective sales pitch starts with a conversation, listening to the buyer, asking questions and offering solutions.

Prior to the conversation, it is crucial to identify your customer. Understand if your customer is a group leader, tour operator or receptive operator. If an Online Travel Agency, do they represent Business to Business services or Business to Consumer? What market segments do they represent: Student, Adult, Seniors, International, Sports Tourism? How much business have they done with you? Where are they coming from and are they currently coming to your area? Familiarity of their business will provide a comfortable start to the conversation.

Secondly, have a thorough understanding of your product. The competition for destinations, attractions, restaurants and hotels are high. Why should they choose you? What makes your product unique? Is your product priced competitively?

Now for the sales pitch; it's time to communicate your product. Be memorable and engaging. Your sales pitch should showcase your product with other area attractions, restaurants and properties. The tourism industry is highly visual. Have photos, videos and virtual reality, when available, to fully portray your product and services. Your sales pitch should be different each time you deliver it.

The goal is to let the buyer do most of the talking, your primary role is to listen and offer solutions. Address objections and concerns. The most common objections are BANT – Budget, Authority, Need and Time. Be prepared for these objections and offer solutions to their concerns.

If your time is brief, be ready for an elevator pitch. This 30-60 second well-crafted business pitch should tell someone who you are and why they should choose you. Always be equipped for this opportunity.

Most importantly, close with a call to action. Even the most engaging, successful sales pitch will fail if you don't ask for the business. Thank them for their time and follow-up. Email or mail information at their request, sending your product and regional offerings, if applicable. Be creative with a personal note, gift or message.

Your sales pitch should be a reflection of you and your product. Be prepared and You-Nique! This will lead to a memorable conversation and continued success in your sales pitching perfection!

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