

Peak Performer Prospecting...



*" I've found a new place to dwell,
It's down on the end of Lonely Street,
Heartbreak Hotel..."*

--Elvis Presley's first hit single, January 1957

CONTACT
Planning / Production

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So... What's new?

- **More cities chasing the same clients!**
- **More hotels chasing business up-market and down-market!**
- **More third-parties, planning companies and intermediaries**
- **Tighter economy— price and value are key!**



Prospecting has become “Business Recruiting!”



- Any business you'll find now is a current account from your competition.
- PROSPECTING will help you find the best clients from your competitive set...
- Develops new sales from current customers!
- Develops Loyalty-- Keeps customers from shopping your competition!

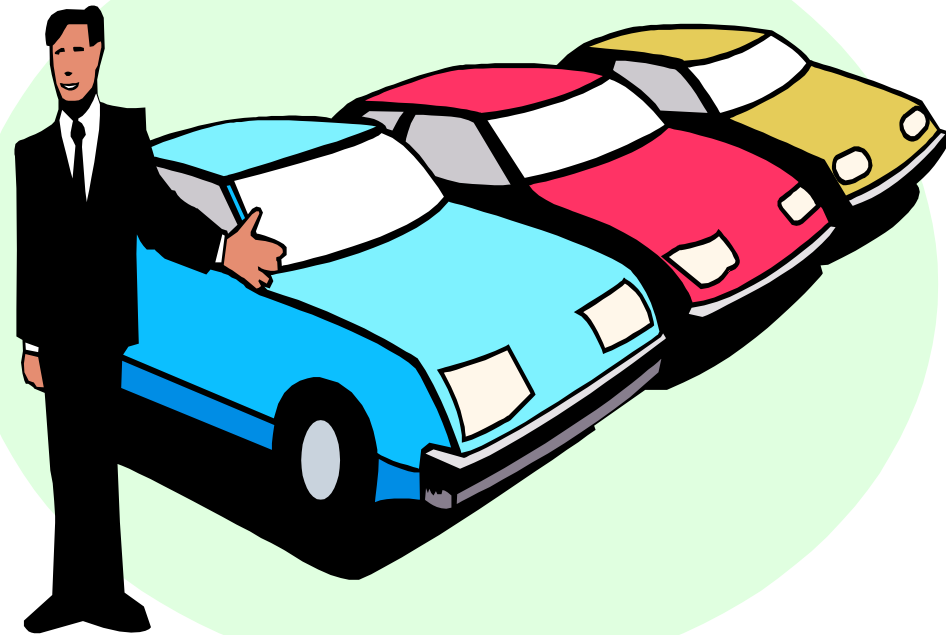
“Whoever Makes the Most Calls... Wins!”

■	80%	1	5% (1 out of 20)
■	60%	2	10% (2 out of 20)
■	40%	3	20% (4 out of 20)
■	20%	4	40% (8 out of 20)
■	10%	5	80% (16 out of 20)

(Source: Sales and Marketing Executives Association)

Direct Sales is the Easiest Part!

- Don't "Sell" Anything!
- Call the contact,
Introduce yourself
- Introduce your facility
- Invite the client to come
for a visit
- Invite the client to bring
his group...
- And it starts with a Good
Script....



Good Script

+ Good List = New Business

■ Good Call Scripts:

- Introduction: Use a 30-second “Elevator Introduction;”
- Introduce the Hotel, Resort or Destination; have a “Special”
- Invite the client to consider it
- Investigate their business
- Initiate follow-up





Call Scripting...

DEVELOP A "GIFT OF GAB" : THE FIVE I'S

Introduction:

Hello, my name is _____, from the _____ hotel in _____;
we're calling top accounts in the (area, industry) telling them
about a new meeting special we're running--- Would you be
the person who works on meeting plans for the company?

Let me get your name.... what's your position with _____? Thanks again
--- my name is _____, from the _____ hotel....

Do you have a minute to hear about _____?

Invitation:

Great! Basically, we're letting accounts know about _____
(WIIFM) It's a great way to get your meetings planned and stretch your
meeting budget.) Do you think it might work with your _____ group?



Call Scripting...

Interest:

Let me tell you more about it... (describe the promotion) Would you have events where the package/hotel would be a fit?

Investigate:

Have you been to the city / hotel? Have you been to _____?

If you have a minute, tell me about your meetings (size, dates, pattern, program, etc.) What the most important feature you look for in a hotel?

So, if a hotel could deliver (that feature), do you think you'd be interested? When's your next open date?

Initiate Follow-up:

I really appreciate all your time, I don't want to interrupt your day. Can I check that date pattern and see what I can propose? (or) May I send you a info kit or e-brochure? (or) Can you set a time to come over for a visit?

And it sounds like this:



- "Hello, Mr. _____, my name is _____, with _____, in (city,state). We are calling to update our client database, and introducing some great meeting services. It sounds like you're busy now, but if you get a moment, please call me back at _(phone #)_... If you don't get a chance to get back to me, I'll try to call you again, so one way or the other, we'll get in touch...."

Introducing...

The Colombo School

- The Colombo School asks all the Questions, some on a Second Call!
- **Big Circles**
- **Work the Organizational Chart**
- **Begging the Question**
- **Follow the Money**



So Let's Get on the Phones and Find Some New Business

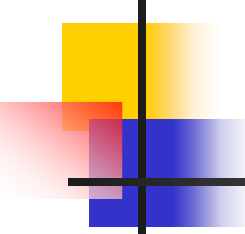
- Remember...
- Use your Script!
- Don't "Sell" – we Introduce and Invite
- Promote the Special
- Ask all the right questions....
- Good Luck!





Assessing Your Market

- Who do you compete with? EVERYBODY!
- Hotels, Resorts, All-inclusives, Cruises, Charters, 1st, 2nd and 3rd Tier cities!
- Prospecting delivers Top-of-Mind Awareness
- “The Rule of Seven” in Jack Trout’s book, The New Positioning



If You're Not in the Top Seven, You Don't Exist!

- Find areas that make you unique
- Find markets where you are in the Top Seven
- Prospecting keeps you in the client's Top Seven, because you may be the only one doing any, or doing it correctly!



Three Sales Laws of the Universe:

- The easier it is to get a list, the more people have it.
- Don't ever assume the list has ever been worked, or worked correctly.
- Use what you learned this week to work your list and drive sales.
- So where to look for new lists?

Building a Call List: "Who Ya Gonna Call?"

Corporate Accounts	Area Chambers of Commerce	Corps with local interest (i.e Land's End)	Top Exec Groups: YPO, WPO
Associations	SCSAE Every month	SW Regional	Professional Societies
<u>SMERF:</u> <u>Weekday</u>	Senior/ Retirees and "Indoor" Groups	Church associations/ leadership	"Weekday recreation" golf, hiking, skiing, etc ₁₅



LIST BUILDERS--- **CORPORATE MARKET**

- **Salesman's Guide-- Corporate Accounts**
- **WWW.bizjournals.com**
- **Fortune 500 Listings**
- **Local Chambers of Commerce**
- **Dunn & Bradstreet Corporate Directory**
- **Ad Age Magazine--- Listings of new products and campaigns = Meetings!**
- **Prism Media Subscribers:**
 - **-Insurance Meeting Planner**
 - **-Medical Meetings**
 - **-Pharmaceutical Meeting Planner**

LIST BUILDERS---

ASSOCIATION MARKET

- **Salesman's Guide-- Association Market**
- **Encyclopedia of Associations**
- **Top Local Corporate Accts--- Find out what Associations they belong to!**
- **Local Library: Directory of Associations**
- **Key Word Search: Golf, Mountains, Cars**
- **Local Chapters: ASAE, CESSE, SGMP, NCBMP**



Call me if I can help!

And...thank you!

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*"You can check out anytime you like,
But you can never leave..."*
-- The Eagles, Hotel California, 1979