

SALES MISSIONS

The Dos and Don'ts of Sales Missions or Sales Blitzes

Do

- ✓ **Double check what the format will be in advance.** How much time does each have to present? How many attendees are expected per venue/location? Is there an opportunity to network with individuals in the room? How will questions be facilitated? How will collateral be made available?
- ✓ **Check if there are any dignitaries or VIPs in the room who need to be formally acknowledged.** This is more important in some cultures than others.
- ✓ **Dress appropriately** for the culture so as not to offend. Modest, professional and understated suiting and accessories are always best.
- ✓ **Secure advance time/space to have a joint rehearsal by the parties involved** in the presentation so you can ensure the flow works and that there are no gaps in understanding and the messaging for the destination and products involved and that it supports cross promotion of each other well. Equal time should be afforded to all parties involved and there should be an agreed format for handling questions and providing supporting collateral (be it collectively on a USB to issue on the day or for a rep/tourism board? to issue and individual follow up by members, with or hard copies available for buyers representatives to take away).
- ✓ **If you are involved in the arrangements for a Sales Event ensure everyone invited has RSVP'd.** Plan to allow for staff resources to follow up on those who have not confirmed about 2-3 weeks out from the event and again have email reminders scheduled 1 week and 24 hours in advance so people have included the event in their daily schedule. Ensure you have resources available to handle arrivals and registration of invitees. Also ensure you advise catering/host venue of expected numbers and update as required to minimise the cost of non-attendees. Ensure they provide facilities/space for AV presentation, sales collateral and branding.

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Don't

- ✗ **Try to outshine the rest of your group.** It is best to present as a united front and then follow up personally afterwards if you have spotted any personal opportunities.
- ✗ **Try to pack too many people and presentations into the time allowed.** The key is to meet with the right people who have the potential to provide business for one or more of your group.
- ✗ **Forget to follow up!** Even though you're travelling and presenting as a group... you have investing time and money in this Sales Mission so you need to treat it the same as individual sales meetings.