

Appointment Tips



COAST offers the following recommendations and suggestions for you to bring and/or offer during your sales appointment with North American Wholesalers.

DO'S

ALWAYS call in advance to make an appointment. Wholesalers are very busy and do not appreciate "drop-in's". Unless under very special circumstances. Ensure you have received a confirmation of your appointment.

BE ON TIME. Many staff are on staggered schedules and re-scheduling will have been set in place to make time for your appointment.

BE PREPARED

BUSINESS CARDS - Bring with you, include your email address and website.

BROCHURE PACKET - Bring sample of company brochure. Review stock.

DO YOUR RESEARCH - Review Wholesalers brochure or website to see ahead of time how your product will fit into Wholesalers range of products.

RATES - Have NETT rates available in hand for your appointment, with a copy for the Wholesaler. If necessary, provide Gross selling rates as well.

COMMISSION LEVEL - Know ahead of time what commission levels you offer. As well as be prepared to offer future incentives for higher commission levels if an option. Great to offer some motivation. Most Wholesalers anticipate 20% commission levels. Allow Wholesalers to offer an expected 10% to the travel industry.

BOOKING INSTRUCTIONS - Know your company procedures and preferences. Find out if possible ahead of time, if not then during the appointment establish booking procedures. You need to resolve now how your product can be easily booked so it can be easily sold. This could involve some accounting procedures to be clarified... pre-paid, monthly billing, pay via inbound office etc.

TRANSFER OPTIONS - Best to prepare in writing ahead so it may be given to Computer Tech to put onto company system for itinerary planning and preparation of documents. Wholesalers will need to know whether tour pickup is feasible and/or if arrival departure transfers apply. Provide details and information as it applies to your product. Timetables too if there is a set schedule.

CD-ROM's - Photo CD's are very popular and make use for brochure production a user-friendly task. Slides are still favored by some Wholesalers.

SPECIALS - Bring any "Specials" you may have. Offer incentives on these specials (if an option) to reservation staff if you feel the Wholesaler might consider, never hurts to ask. Introductory Specials are a great way to introduce your product to a Wholesaler, followed by a staff presentation to familiarize them with your product will promote a better sale. Once established you can still provide "Specials" via fax broadcasts to Wholesalers or approach individually not only to the Inbound offices but to those based in USA & Canada directly. Sometimes new information can travel slowly. Same for

product updates.

NEGOTIATING TOOLS - Have in mind some negotiating options such as famils, higher commission goals. Find out how you can get your product into the company brochure? Priced too high? Availability issues? Offer preferred room category options... (eg. always booked on floor levels within newest wing of the hotel. Add breakfast to a room rate). All of these can have time and/or productivity constraints. Seek arrangements for next year if this year is too late. Quality products will be heard.

PROVIDE A HIGHLIGHTS PAGE - Bullet points allow those selling your product to easily "highlight" the great things about your tour or product and quickly.

SELL YOUR PRODUCT

MEDIA RELEASES - Bring with you any that you have and provide copies.

SPECIAL PACKAGES & SET ITINERARIES - Be creative, sometimes you have to show how to sell your product and where it can fit in. Pre-set itineraries make selling easy. Special packages combined with complimentary products will offer appeal. Work together with other operators to broaden the scope of your product.

PHOTO'S & TESTIMONIALS - Pictures with groups of happy faces and your product say a lot. Testimonials are a great read and promote your product.

AWARENESS OF OTHER'S SUCCESSES - Let Wholesalers know of other who are selling your product and their success in selling your product. They will be interested to hear.

OTHER ALTERNATIVES - Offer the option of coupons that can be placed in a Wholesalers final document wallet. These are great ways of reaching a large number of clients who are traveling and may book on arrival. There should be a place on the coupon where a Wholesalers name can be stamped. Whereby you will provide 10% commission kick-backs (usually monthly) to the Wholesaler. Not all products would apply, and only so many of these coupons can be provided in a documents wallet. Sometimes these may be just discount coupons or car rental upgrades coupons for example.

IMPORTANT: Whatever you do, make sure that you follow through with any arrangement or agreement. Be prompt to respond and keep in communication. By doing so you will gain the confidence of the Wholesaler and ensure them of the quality and care you will provide not only to them as a customer but to their highly-valued clients as well.

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