

MARKETING AND SALES TOOLS

One of the most challenging tasks for any travel agent is generating new business. To be successful in such a competitive environment, developing innovative ways to attract new clients is critical. We've compiled a list of easy-to-implement marketing and sales tips that can help you increase your group sales.

MARKETING YOUR GROUP

- Develop your marketing plan, timelines and vehicles.
- Utilize CruiseWriter to create a personalized brochure or flyer to market your group.
- Utilize a Group Leader or Pied Piper to promote.
- Direct Mail to the organization's mailing list.
- Place ad in group's publication (if applicable).
- Place Local Newspaper ads, distribute flyers.
- Send e-mail blast to member/group list.
- Hold a cruise night.
- Telemarket.

MANAGING & SELLING YOUR GROUP

- Ensure your staff is trained and ready to sell.
- Have brochures, videos and other sales tools available.
- Determine internal contact/servicing procedures.
- Utilize "Insight" to manage your group (found in CruisingPower.com).
- Ensure your marketing/promotional plan is followed.
- Determine if additional marketing is needed based on response rates.
- Make payments as bookings come in.

POST CRUISE FOLLOW UP

- Send personalized "Welcome Home" letter, e-mail, postcard, e-card, etc.
- Send a post-cruise questionnaire to determine future cruise interest.
- Offer to post testimonials on your website.
- Have a "post-picture" party to create interest or market a new cruise departure.

