



THE GOAL OF A 5-MINUTE APPOINTMENT



YOU'RE NOT SELLING TOUR - YOU ARE STARTING A RELATIONSHIP

- You are not closing a deal in 5 minutes
- You are **BUILDING** confidence and curiosity
- Your job is to:
 - Understand their needs
 - Show you're group-ready
 - Earn the follow-up

YOUR GOAL = GET THEM TO SAY, "YES, SEND & TELL ME MORE"

BUSINESS
SALES



THE 5-MINUTE FLOW

MINUTE 1 - CONNECT

- SMILE, THANK THEM FOR THE MEETING
- ASK: WHAT KINDS OF TOURS DO YOU SPECIALIZE IN?

MINUTE 2 - 3 LISTEN & POSITION

- LISTEN FOR: REGION, AUDIENCE, TOUR STYLE
- THEN MATCH YOUR ATTRACTION/DESTINATION TO THEIR TOURS

MINUTE 4 SHOW VALUE

- SHARE 1 STRONG GROUP-FRIENDLY HIGHLIGHT
- EMPHASIZE LOGISTICS, TIMING & EXPERIENCES

MINUTE 5 CLOSE WITH A NEXT STEP

- CONFIRM FOLLOW-UP
- THANK THEM



WHAT MAKES YOU STAND OUT (AND WHAT TO AVOID)

DO THIS:

- **BE CONFIDENT ABOUT GROUPS AND YOUR ATTRACTION/DESTINATION**

- **BE CLEAR AND CONCISE**

- **TALK BENEFITS, NOT FEATURES**

- **LISTEN MORE THAN TALK**

- **RAMBLING**

- **OVERLOADING WITH INFO**

- **TALKING ONLY ABOUT YOURSELF**

- **LEAVING WITHOUT A NEXT STEP**

AVOID





**OPERATORS MEET DOZENS OF SALES PROFFESIONALS DURING A
CONFERENCE - CLARITY + CONFIDENCE MAKES YOU MEMORABLE**

BE COGNIZANT OF THE TIME AND THE PEOPLE AROUND YOU

**YOU DON'T IMPRESS TOUR
OPERATORS
WITH ENTHUSIASM ALONE - YOU
IMPRESS THEM WITH CLARITY, EASE
& FOLLOW THROUGH**

