

# 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***



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# So... What's new?

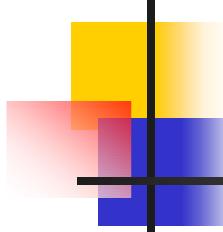
- **More cities chasing the same clients!**
- **More hotels chasing business up-market and down-market!**
- **More third-parties, planning companies and intermediaries**
- **Tighter economy— price and value are key!**



# 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!



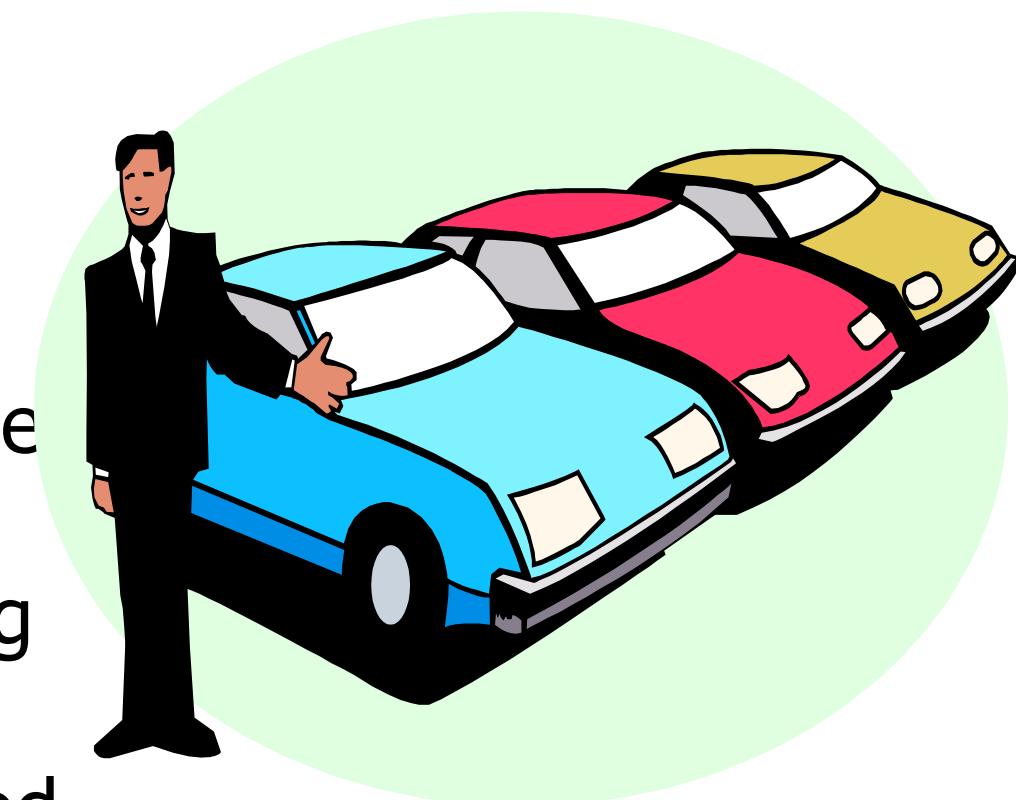
# “Whoever Makes the Most Calls... Wins!

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

(Source: Sales and Marketing Executives Association)

# Direct Sales is the Easiest Part!

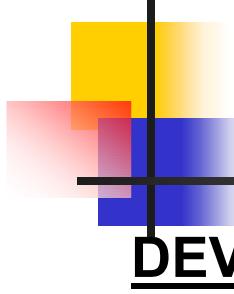
- Don't "Sell" Anything!
- Call the contact,  
Introduce yourself
- Introduce your facility
- Invite the client to come  
for a visit
- Invite the client to bring  
his group...
- And it starts with a Good  
Script....



# 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:

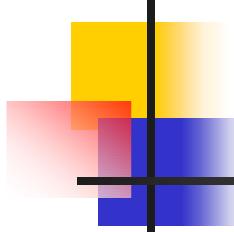
Hello, my name is \_\_\_\_\_, from the \_\_\_\_\_ hotel in \_\_\_\_\_; we're calling top accounts in the (area, industry) telling them about a new meeting special we're running--- Would you be the person who works on meeting plans for the company?

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:

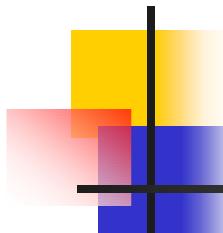
**Let me tell you more about it... (describe the promotion) Would you have events where the package/hotel would be a fit?**

## 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 or 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 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

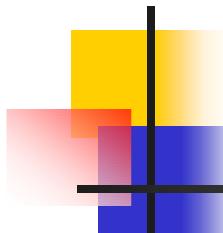
- The Colombo School asks all the Questions, some on a Second Call!
- **Big Circles**
- **Work the Organizational Chart**
- **Begging the Question**
- **Follow the Money**



# 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!

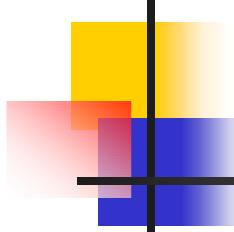




# Assessing Your Market

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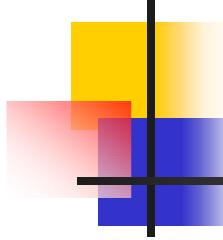
- Who do you compete with? **EVERYBODY!**
- Hotels, Resorts, All-inclusives, Cruises, Charters, 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Tier cities!
- Prospecting delivers Top-of-Mind Awareness
- “The Rule of Seven” in Jack Trout’s book, The New Positioning



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

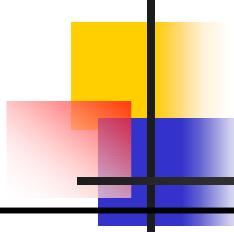
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- Find areas that make you unique
- Find markets where you are in the Top Seven
- Prospecting keeps you in the client's Top Seven, because you may be the only one doing any, or doing it correctly!



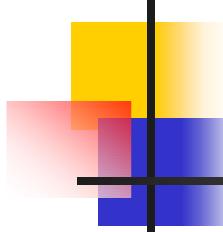
## Three Sales Laws of the Universe:

- 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?



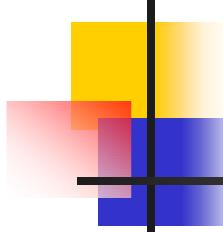
# Building a Call List: “Who Ya Gonna Call?”

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. <sub>15</sub>



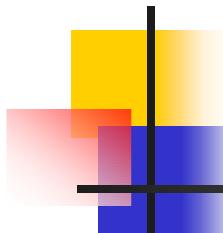
# LIST BUILDERS--- CORPORATE MARKET

- Salesman's Guide-- Corporate Accounts
- [WWW.bizjournals.com](http://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*