uAdventure, LLC Travel

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uAdventure, LLC Selling Process

Initial Contact

1. **General**
    a. **Respond to calls and quote requests within 10 minutes, this does 2 things:**
        i. **Stops the client from continuing their search for travel products on other websites.**
        ii. **Catches them when they are in a excited state about their travel plans.**
    b. **Know your product. Our Clients come to us for expertise. If you are not able to provide expertise, they might as well just go try to book their trip themselves on-line. You are the one who knows how to create a seamless experience. You know the resorts and hotels, you know the logistics to get the client from one place to another. Knowledge is your power in this selling process. Specialize and spend time learning your products.**
    c. **Ask the client to tell you about their trip. "Tell me about your trip!" This trip is something they have be thinking about for a while and it's important to them. They may have filled out a quote request or written some notes about their trip for you at a show, but you probably won't have the entire picture without talking to them.**
    d. **When you call the client, if they don't answer the first time, leave a message and let them know you are working on their quote and you want to make sure you have all of the details correct and that you'll try back at around <u>xx</u> time. Keep trying!**
    e. **The point of the call is to create connection, relationship, understanding, and build trust. This is extremely important when you get to the closing stage. Let them know you can take care of everything, make their trip seamless, and they won't have to worry about anything.**

Types of Leads

2. **Cold Calling/Meeting**

a. **Identify potential leads from:**
    i. **engagement announcements,**
    ii. **wedding announcements,**
    iii. **anniversary announcements,**
    iv. **travel shows,**
    v. **bridal shows,**
    vi. **friends, family, aquaintences,**
    vii. **post on social media often and let everyone know you're a travel agent,**
    viii. **develop email lists of existing and potential clients. Have an email template ready to go.**
    ix. **See if we can partner with complimentary retailers (i.e. wedding vendors) to put up banners, leave fliers or business cards, and**
    x. **when you're out, wear your travel agent shirt or a name tag. People ask!**

3. **Quote Request Lead Form**
    a. **Call the client ASAP**
    b. **Verify their information and narrow down their choices**
    c. **Ask questions, find commonalities and develop rapport**
    d. **Michelle to record information on master lead tracking form**
4. **Web-site Inquiry or Call**
    a. **Call the client ASAP**
    b. **Fill out lead sheet**
    c. **Verify their information and narrow down their choices**
    d. **Ask questions, find commonalities and develop rapport**
    e. **Take a picture of lead sheet and text to Michelle to record**
5. **Phone Call**
    a. **Fill out lead sheet while on the phone**
    b. **Verify their information and narrow down their choices**
    c. **Ask questions, find commonalities and develop rapport**
    d. **Take a picture of lead sheet and text to Michelle to record**
6. **Paid Ads**
    a. **You can place paid or free ads to attract more clients. Make sure to check with Michelle on wording of these ads so we are in compliance with legal regulations.**
        i. **Facebook ads,**
        ii. **Craigslist,**
        iii. **Purchase or create email lists. We have a "shout-out" engine if you'd like to use it for mass email.**
        iv. **Classified listings – Yahoo, Bing, Google, etc.**

Quote Development

7. **Create Quote**

a. **Use the quote template to create a quote**
b. **Make sure the quote matches all of the client's wants, especially budget. If their wants and budget don't match, you need to sell an alternative.**
c. **E-mail quote to client**
d. **Follow-up by Phone and discuss with client or meet client.**

Selling

8. **Sales Pitch**
    a. **You should have a trust based relationship by this point. Trust is an essential if you are going to sell your services. If you have not built a relationship with the client by this point, you will have difficulty closing the sale.**
    b. **Make sure you are on the same page. You must create a "meeting of the minds" with respect to every component of the purchase. You have asked and answered all of their questions. You have covered all of the bases including the accommodations, the flights, ground transportation, tours and especially budget, financing, down payment, and trip insurance.**
    c. **Ask a closing Question…**
        i. **A closing question is a question that asks the client to take the next step (develop a set of questions that are comfortable for you).**
            1. **Are you ready to book?**
            2. **I'll start getting this booked. Do you have a credit card I can use for booking?**
            3. **Would you like me to take your information and start booking?**
            4. **If you fill out the booking form, we can get started reserving everything.**
    d. **Answer objections quickly/record objections. If the client is not ready to book, it is a sign that you have not created a "meeting of the minds". Objections come up because the client is not satisfied with something. Have a list of responses to objections. You will likely see the same objections over and over.**
    e. **Close the deal and Book all of the trip components.**
    f. **If you do not close the deal arrange a time to follow up again.**
    g. **Follow up relentlessly! Follow up! Follow up!**

Tracking

9. **Track all of your leads/sales and discuss status of all leads/sales at the weekly sales meeting. Develop an Excel type spreadsheet to track every lead, keep notes and follow up.**