

# MAKING THE MOST OF FAMILIARISATIONS FOR YOUR BUSINESS



## MAKE THE MOST OF THIS BUSINESS OPPORTUNITY!

- Have an appropriate person meet & greet the group on arrival, and/or accompany the visit
- Ensure all staff who may come into contact with the participants are briefed about the famil prior to arrival (know who, why, what and when)
- Brush up on cultural differences - understand their customs, nuances, expectations
- Know the allocated timeframe (arrival/departure time) remember they are on a tight schedule and any delays will impact on remainder of the itinerary and other product
- Prepare information/kits for Trade or Media:
- (Due to luggage restrictions suggest providing on USB/disk or follow up by email/mail)
- Include details on your company, products and services, facilities, unique selling points, access/map, rates, website, contact details – general, reservations, sales and marketing
- Provide images/footage – a picture speaks 1000 words (CD/DVD/website gallery)
- Do you wish to provide a small gift? A special offer for a return visit?
- Do not comment on political or raise controversial issues.
- Never put down, criticise other products or destinations

## WELCOME:

- First impressions count
- Meet and Greet - ensure that the participants are warmly welcomed on time
- Introduce yourself and exchange business cards
- Introduce other key staff/appropriate management, if they need assistance during their visit

## THE VISIT:

- Be creative with site inspections
- Ensure you are showcasing the product/services they sell in their program/market
- Provide host/guide during the visit (make the most of this marketing opportunity to sell your product first-hand)
- Highlight the unique selling points of your product
- Check if the group would like a refreshment or comfort stop
- Give time and attention to questions and ask for feedback
- Ask if product is appropriate/will sell in their market or suggestions to improve

## FOLLOW-UP:

- Business Cards - add participants to your contact database as appropriate

- Send a "Thank You" email and/or survey
- Send Trade Information (if not provided on the day)
- Follow up additional requests – rates, images or other information
- Follow up sales lead opportunities presented by the visit
- Find ways to keep touch – product changes or updates/newsletters