

WELCOME

Successful Tips for Selling More Cruises *“Three Easy Steps”*

Scott Cadow
The Cruise Place

*For further information and individualized assistance,
please visit one of our Study Hall sessions.*

Introduction



- Scott Cadow: President ATAA, TCC, Agency Owner, ClientBase User
- History/Evolution of my agency
 - Corporate to Leisure
 - Thoughts on Changing “Culture”
- Disclaimer

Three Easy 😊 Steps

- 1.) Be an Expert!



- 2.) Know your Clients!



- 3.) Marketing!



Be an Expert



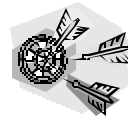
- Focus on what you say you are.
- These days you cannot be “XYZ Travel” - a Specialist in Cruises, Tours, Safaris, Maui, Surfing Trips, etc. etc. etc.
- When we made the decision to become the Cruise Experts, we changed our name (brand), studied the product, “tasted” the product and committed to the product.

Know Your Clients



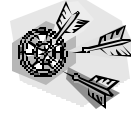
- We made it part of our culture to collect data, ask questions, collect data, ask questions... you get the point!
- We have over 36,000 names in our database with ALL kinds of data!
 - Past Travel History (TBO),
 - past trips not from us (surveys),
 - multiple contact forms and preferences (e-mail for Bob, direct mail for the Smiths, telephone for Diane),
 - rich marketing info (We are ALWAYS adding to marketing info with each contact),
 - service enhancing info (Credit Cards, Cruise Past Passenger Numbers, Dining Preferences),
 - Trip Reviews and more!
- We are currently adding over 300 profiles (Qualified Prospects!) per month to the database – that's over 10 per day that we are open!

Marketing



- Successful selling is all about marketing.
- In this day and age of internet research, web-based bookings, SPAM, direct mail, **MARKETING MESSAGE OVERLOAD** –
- We must find ways to reach the right customer, at the right time, in the right medium, with the right offer.

Marketing



Thank You

Check your personal agenda for
the location of your next class,
or stop by the Tech U
registration desk for directions.

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