

TRAINING ACTIVITY  
FOR CÔTES D'ARMOR DESTINATION  
AND TOURIST INFORMATION CENTRES

## MARKETING TOURIST EXPERIENCES FOR AUTUMN/WINTER

Wednesday 29 November 2022, 9:00am-12:00pm



UNION EUROPÉENNE

Fonds Européen de Développement Régional





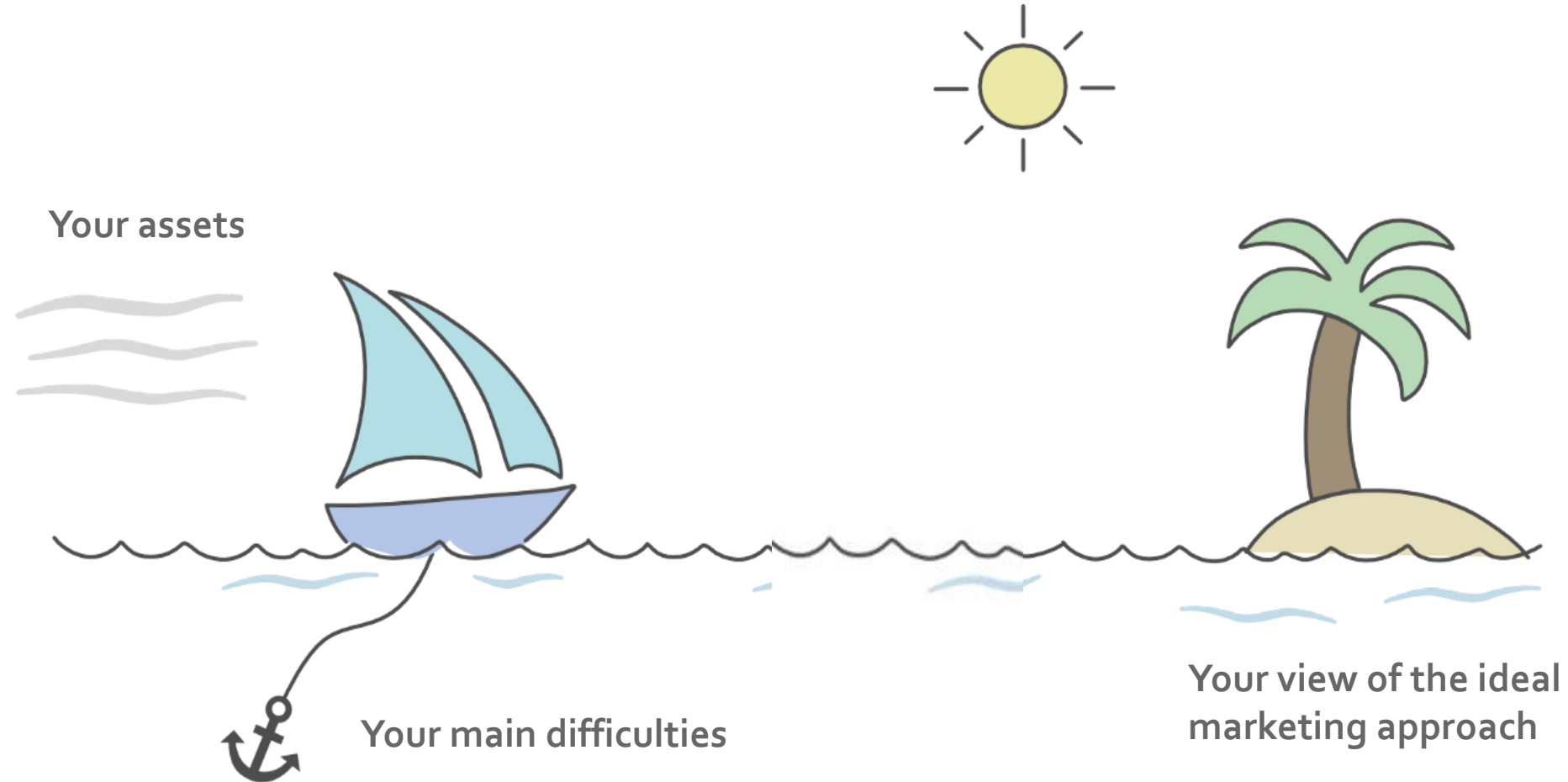
1.

## ASSESSING YOUR MARKETING APPROACH



# YOUR MARKETING APPROACH TODAY

## SPEED BOAT WORKSHOP



2.

AGENCIES TO TARGET





3.

IDENTIFY BOOKERS  
AND TAKE AN INTEREST  
IN THEM



# REVIEW

## CONVERSION FUNNEL



# IDENTIFICATION

WHY IS THIS ESSENTIAL?

## IT'S THE SEED BED FOR SUCCESS

- **Identify customer needs** (tourists and bookers)
- Identify **bookers' purchasing** criteria
- Bolster your **sales pitch**
- Know your **competitors**
- **Demonstrate your relevance**



# PURCHASING CRITERIA



<https://podcasts.apple.com/fr/podcast/2-le-mot-le-plus-important-dans-la-vente/id1541135339?i=1000500856383>





# OVERTO YOU!



## QUESTIONS TO ASK

### ***BTO C:*** ***The 5W2H method***

- Who
- What
- When
- Where
- Why
- How
- How much

### ***BTO B:*** ***Value selling method***

- Value
- Vision
- Power
- Plan
- Decision-makers
- Competitors

## Les questions à poser au client Bto B

- quels sont vos besoins ?
- qui sont vos clients ?
- les motivations / attentes de vos clients
- travaillez-vous déjà en direct avec des prestataires ?
- faites-vous appel à des réceptifs ?
- conditions de rétribution = taux de commission / marge
- qui est décisionnaire dans votre entreprise ?
- les échéances / leur calendrier

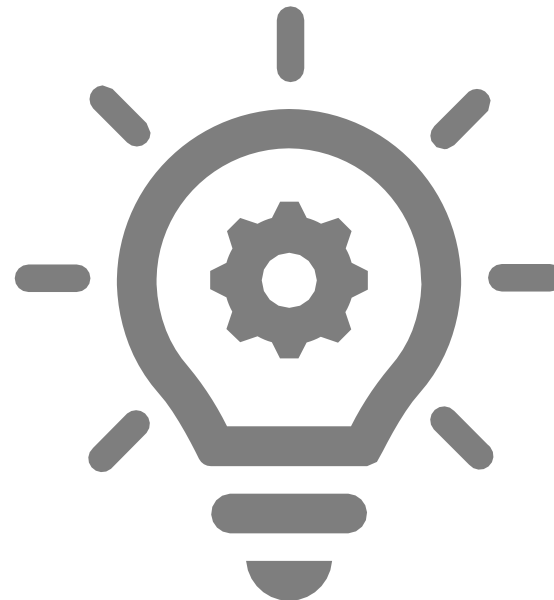
## Questions to ask the B to B customer

- ☐ What are your needs?
- ☐ Who are your customers?
- ☐ Your customers' motivations/expectations
- ☐ Do you already work directly with service providers?
- ☐ Do you use the services of receptives ?
- ☐ Remuneration conditions = commission rate / margin
- ☐ Who is the decision maker in your company?
- ☐ Deadlines / their timing

# THOUGHT FOR THE DAY

Confucius said:

*We have **two ears** and **only one mouth** so  
we can **listen twice as much** as we speak*





# ACTIVE LISTENING

## POSITIVE ATTITUDE

- ❑ Being local, being available
- ❑ **Adapt** to the other's pace
- ❑ Look for what is **positive** in what they say
- ❑ Be **open-minded**
- ❑ **Avoid:**
  - **negative expressions** (sorry but..., no, that's not possible, etc.).
  - **anticipating** (I know what you're going to say, let me stop you right there, etc.)
  - **preconceived ideas**
  - **stereotypes**
- ❑ **Reword** what you want to say

BUT FIRST AND FOREMOST: **LISTEN & LET THEM SPEAK**

# ACTIVE LISTENING

## TOOLS

[Active listening video from charity Secours Catholique](#)



# ACTIVE LISTENING

## TOOLS

### ❑ Why?

- Discuss things, don't be inflexible or box yourself in with pre-defined plans and assumptions
- **Show an interest**

### ❑ EIGHT TOOLS:

1. **Concur:** say "yes" "uh huh", nod your head, etc.
2. **Ask open questions:** get out of the way, let them put things their way
3. **Prompt and encourage:** keep conversations going, e.g. "so you mean...?"
4. **Key words:** Rephrase "not possible", "I can't" into questions for clarification
5. **Leave a pause:** repeat what they say and leave a pause for them to fill
6. **Partially reword:** show you are listening and you understand – and clarify what they're objecting to (to give yourself more time to think about how to respond or to clarify the solution proposed)
7. **Active silence:** this can be uncomfortable and hence can engender a strong response
8. **Reword completely:** to acknowledge and clarify and close the subject ("is that what you mean?" "have I missed anything?" "is there anything else?"



4.

SALES PITCH: BE  
CONVINCING



# SALES PITCH

## THE 6 RULES OF A PERSUASIVE SALES PITCH

- Focus on **ADVANTAGES** for customers, not product features
- Map **ADVANTAGES** to **NEEDS**
- Provide **EVIDENCE**
- Use **TEASERS**
- **ACKNOWLEDGE WHAT THEY'RE SAYING**
- **SILENCE**

# OBJECTIONS?

NO PROBLEM!

## ❑ WHY WE RAISE OBJECTIONS

- We don't understand
- We're agitated and distracted and can't focus on the subject
- We have preconceived ideas, we make assumptions
- We need reassurance (this purchase is important)
- We want to check someone knows what they're talking about before we trust them
- We don't like the solution proposed
- It's a bargaining trick
- We love to argue

## ❑ TYPES OF OBJECTION

- False pretext
- Tactical
- Sincere





OVERTO  
YOU!

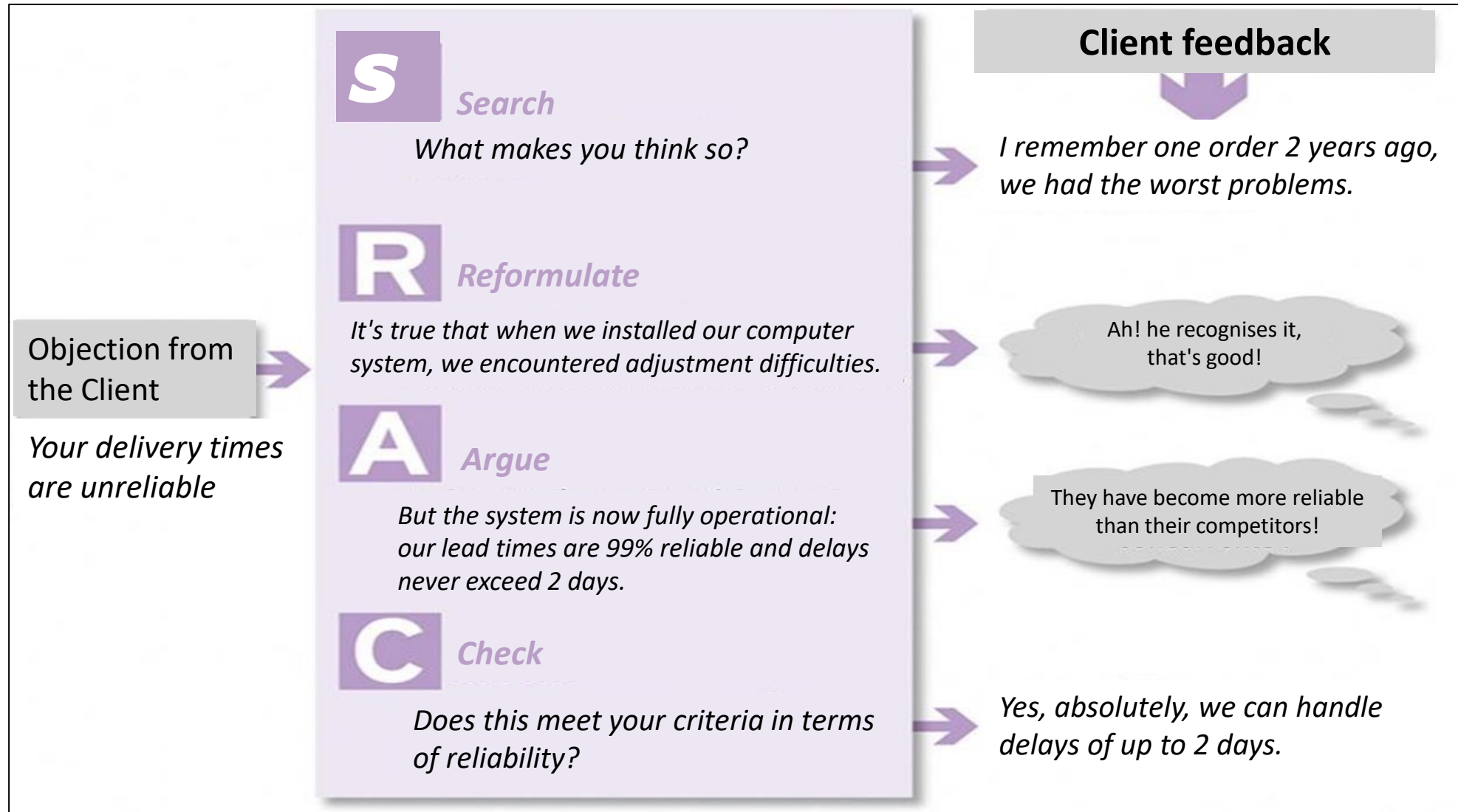


LIST THE OBJECTIONS YOU ENCOUNTER



# OBJECTIONS?

## HANDLING OBJECTIONS



# TELEPHONE PROSPECTING

## THE 3 GOALS OF A CALL

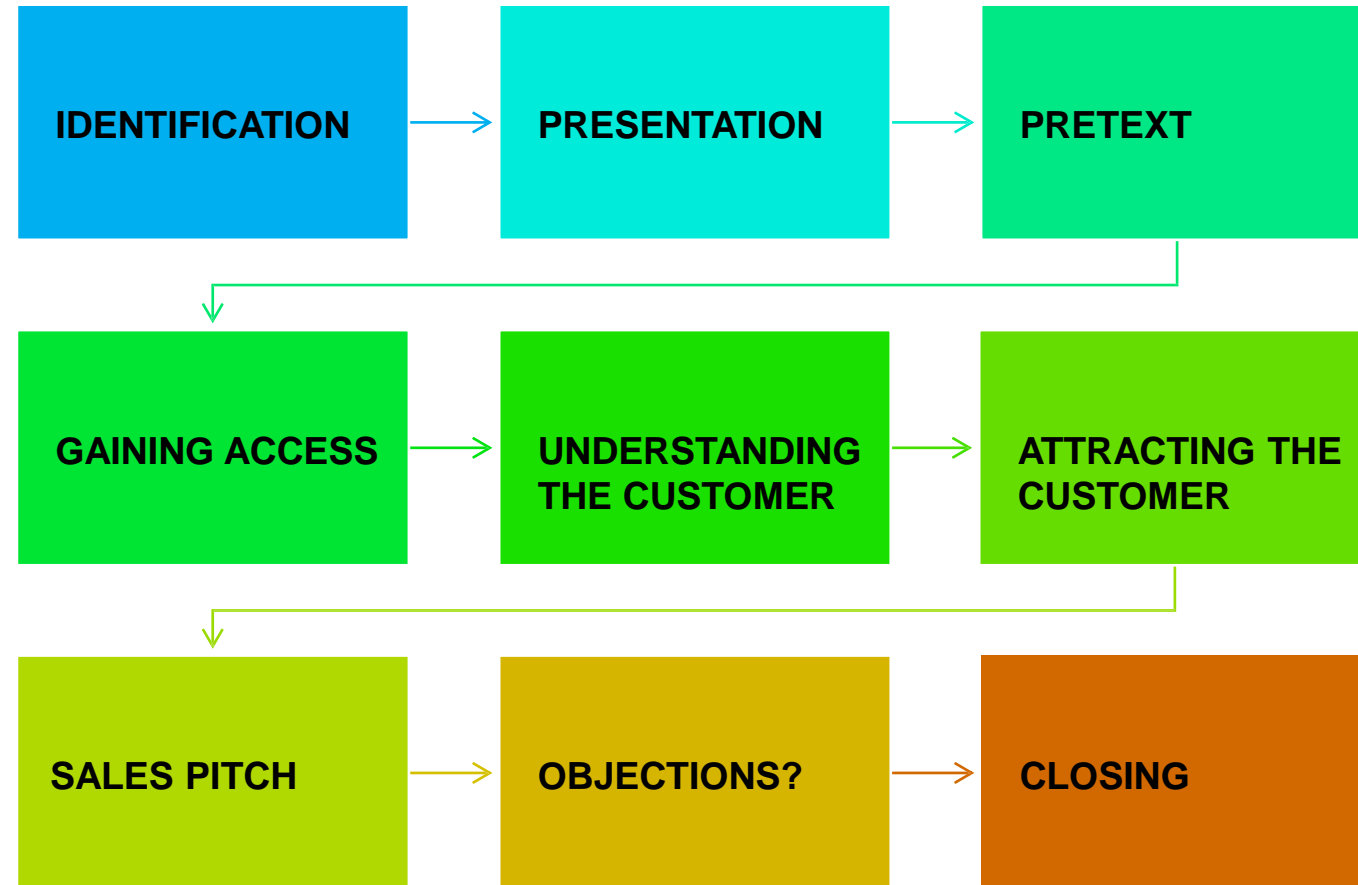
- ❑ GET THEM → **TALKING**
- ❑ GET THEM → **INTERESTED**
- ❑ SET UP → **A MEETING**





# TELEPHONE PROSPECTING

## STAGES



5.

Why not OFFER  
PROSPECTS AN  
EXPERIENCE in your  
MARKETING?



ANY QUESTIONS?







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Fonds Européen de Développement Régional



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