

PERFECTING YOUR SALES PITCH

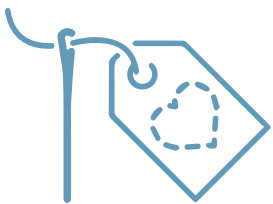
FACT SHEET



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Your sales presentation is one of the most important and powerful tools to attract and persuade an agent to sell your product. Prior to pitching your business, you will need to identify who you are pitching to, the setting, and how your pitch can be delivered in a clear and succinct way.

HOW TO PRESENT A GOOD SALES PITCH



TAILOR

Know who you are pitching to, understand their business needs and tell them how you can help



CONCISE

Keep your presentation brief and avoid including too much information



INSPIRE

Discuss how your experience will make a difference to consumers and why they should want it. Make sure you also promote the destination



PRACTICE

Practice delivering a confident pitch detailing exactly who you are, what you are offering and why consumers should buy it



LISTEN

Post pitch ask questions, listen and gather feedback before following up with any additional information

Who is your target audience

Consider the following when developing a pitch for your target audience:

- Purpose - training/education, sales or product update?
- Target audience - who and at what seniority level, is it a new or existing relationship?
- Distribution channels - are you pitching to wholesalers, retailers, inbound tour operators (ITOs) or Aussie Specialist Program agents?
- Cultural considerations or language barriers - do you require any translations/captions to be done for your presentation? If pitching to non-English speakers, a great image of your business is important



What to include in your pitch

- Overview of your destination and how to get there
- Overview of your product
- Unique selling points (what makes you different from your competitors)
- Key product details
- Markets and market segments it suits (e.g. couples, families, Free Independent Travellers, groups)
- Value add-ons and other experiences which make your region more attractive to consumers

How to present your product

Helpful tips

- Exchange business cards and do your research on your buyer – is your product featured and promoted already?
- Start by listening, asking questions and finding out what the buyer needs
- Establish how your experience aligns with buyer's requirements, then tailor your pitch to meet their needs
- Highlight your unique selling points or points of difference (be mindful not to put your competitors down)
- Discuss the appeal of your product to different consumer types, if appropriate
- Be prepared to talk about the perceived weaker points of your product e.g. wet weather restrictions
- Ask for feedback

Delivery

- Keep it short but impactful
- Determine the best style of delivery i.e. whether it's a webinar, face-to-face meeting or networking opportunity, each

type of meeting requires a different style and tone

- Smile and make eye contact
- Relax and be confident
- Be mindful of any cultural considerations

What to bring

- Business cards – include translations for non-English speaking markets. If you are active in China and have a WeChat account, include your QR code on your card
- Props (e.g. signage, banners etc) – for trade events to decorate your booth
- Digital brochures – include these on USBs
- Gifts – ensure all chosen gifts are culturally appropriate, small and light

Follow-up

After meeting with agents, it is important that you have a follow-up strategy. Timing is crucial to ensure that your experience or product is fresh in the memory of agents. This is important for meetings at large trade events where agents speak with hundreds of people over several days.

Some tips for following up:

- Ensure you keep the agent informed and updated on your product before you next meet with them
- Prioritise your leads into high, medium and low for ease and effectiveness
- Personalise your message and thank each agent for their time. Connect agents to your business' social media networks
- Provide a short, concise but impactful summary of your meeting
- Send any requested information or material
- Ensure that you follow-up and connect with all partners in the distribution system. For example, if the wholesaler has an ITO, follow-up with them as well