



# Hot Topics: Selling Skills – The Danger of Not Being Prepared to Sell

SPEAKER *Sue*

Especially prepared for: Educational Travel Consortium

February 7, 2018 | 11:30AM – 12:30PM | Fairmont Southampton | Bermuda

## Everything revolves around them.

*“Your customer doesn’t care how much you know until they know how much you care.” Damon Richards*

## Be ready to tell your story.

*“To sell something familiar, make it surprising. To sell something surprising, make it familiar.” Derek Thompson*

## Ask insight-based questions.

*“It’s not about having the right opportunities. It’s about handling the opportunities right.” Mark Hunter*

## Create positive emotion; transaction-only leaves you vulnerable.

*“When you are enthusiastic about what you do, you feel this positive energy. It’s very simple.” Paulo Coelho*

## Make the next step ridiculously easy for them.

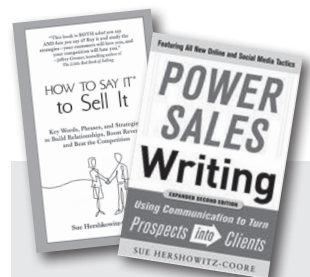
*“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.” Jeff Bezos*

## Take control of the next step.

*“Leadership belongs to those who take it.” Sheryl Sandberg*

Situation: A traveler phones asking you to explain the 4-5 different scenarios or possible trips and though you answer all their questions patiently, they end up booking a trip with a different operator. What happened?

*“A satisfied customer is the best business strategy of all.” Michael LeBoeuf*



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