



FOCUS FIRST

TOURISM BUSINESS BOOSTER SERIES

with Kate Taylor





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Do you often **doubt** yourself when making decisions on how to spend your sales & marketing budget?



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Do you get to the end of day and feel that you've been **unproductive**, because you've been too busy being busy?!



#1: gain **clarity** around how to spend your time, money & resources, directly increasing your productivity and enhancing your sales results

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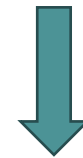


#2: think more **strategically**, allowing you to boost your profits by cutting through the noisy world of tourism sales & marketing messages in a proactive and planned way

#1: gain **clarity** around how to spend your time, money & resources, directly increasing your productivity and enhancing your sales results



#2: think more **strategically**, allowing you to boost your profits by cutting through the noisy world of tourism sales & marketing messages in a proactive and planned way



#3: increase **confidence** in your overall business approach, reducing your uncertainty around planning for sales growth

“We cannot be all things to all people.

And in trying to do so...

we are nothing to nobody”

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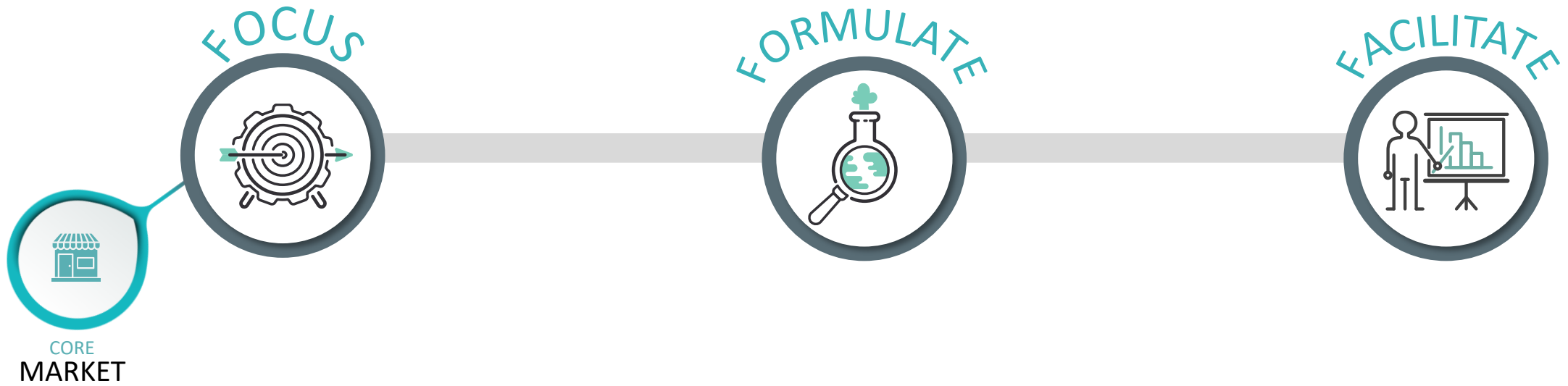






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Focus First
FOCUS Core Market

Profiling your Core Market

Consider your existing customer base and what you already know about them. Write as much detail as you can. Try to picture a repeat "ideal" customer who was delighted with your offering and describe them.

Next, based on what you have described, consider what you could change about your product, service and product offerings to appeal to them even more.

My Existing Customer	Description	What do I need to change to make them love me?

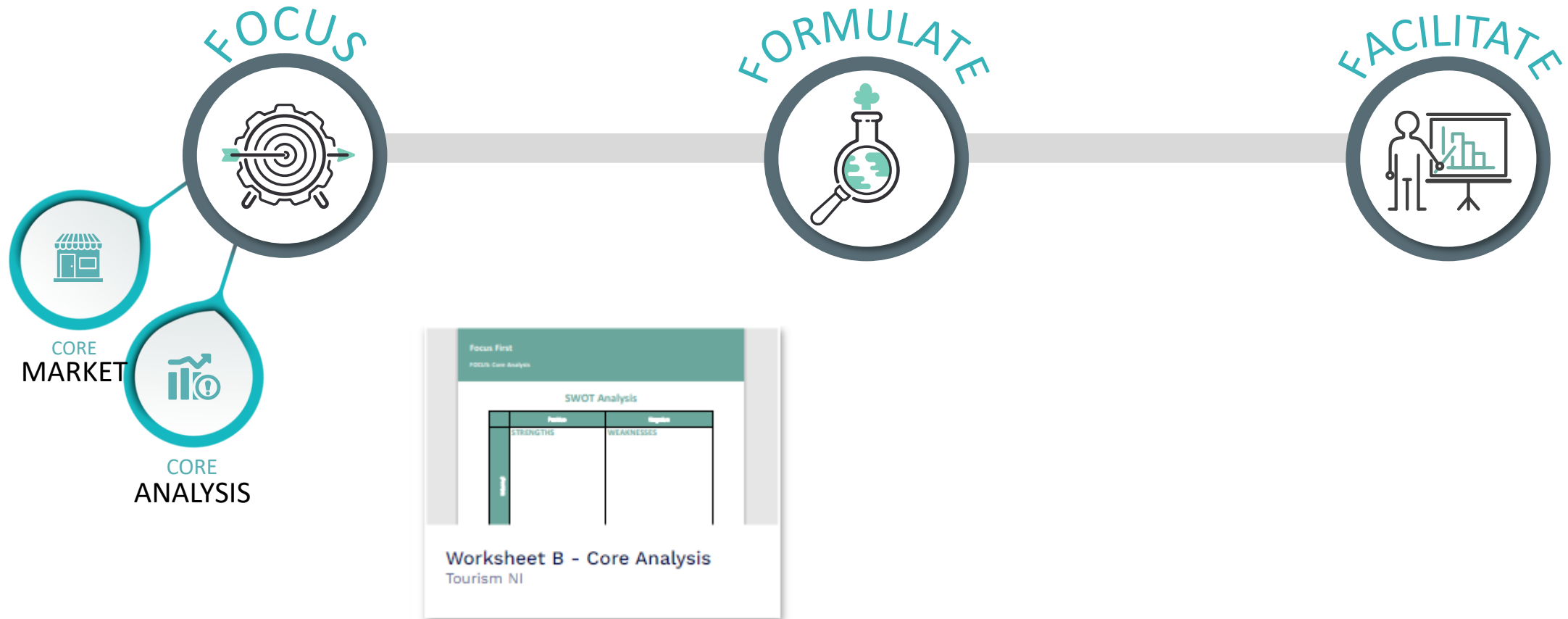
Worksheet A - Core Market
Tourism NI

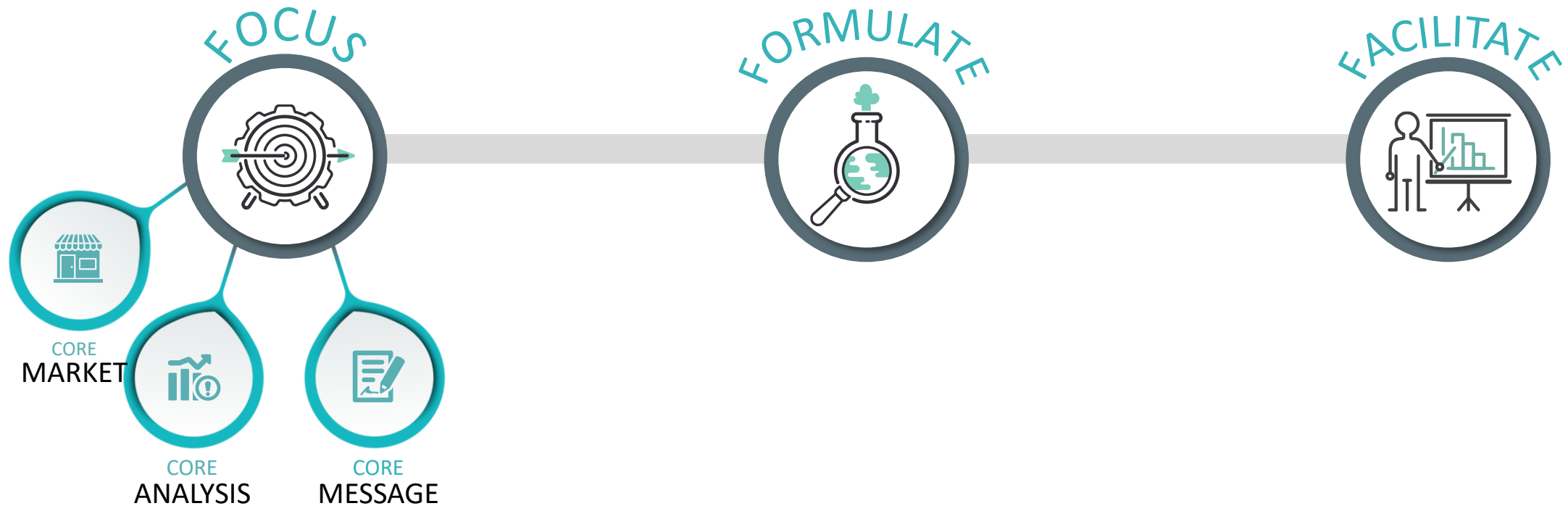


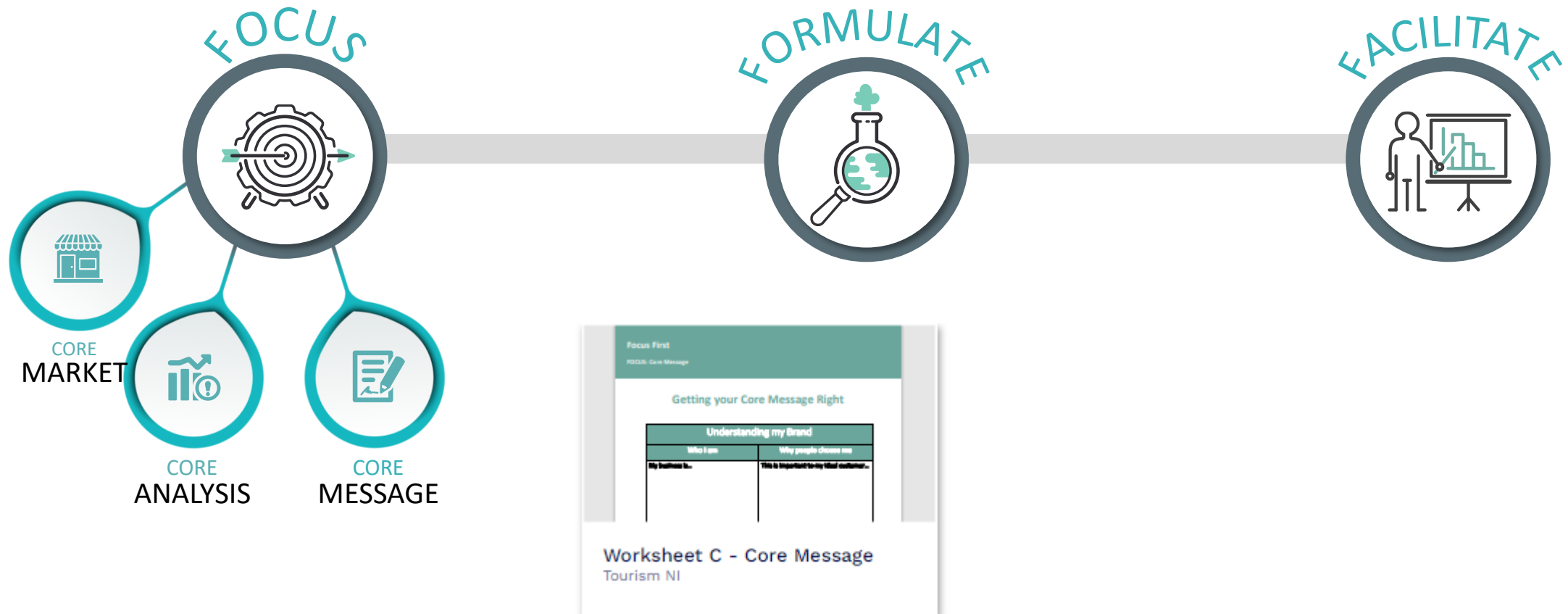
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Focus First
FOCUS: Core Offering

The 7 P's - Your Marketing Mix

Product (Core Offering)
<p>Name of my core offering:</p> <p>Description of my core offering:</p>

Worksheet D - Core Offering
Tourism NI



[illegible]





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FACILITATE - PERSONAL SELLING

MY PROSPECTING GOALS

Overall Business Goals			
Business Development Goals	Number of New Customers	Target Revenue	Target Profit

Worksheet F - Personal Selling
Tourism NI





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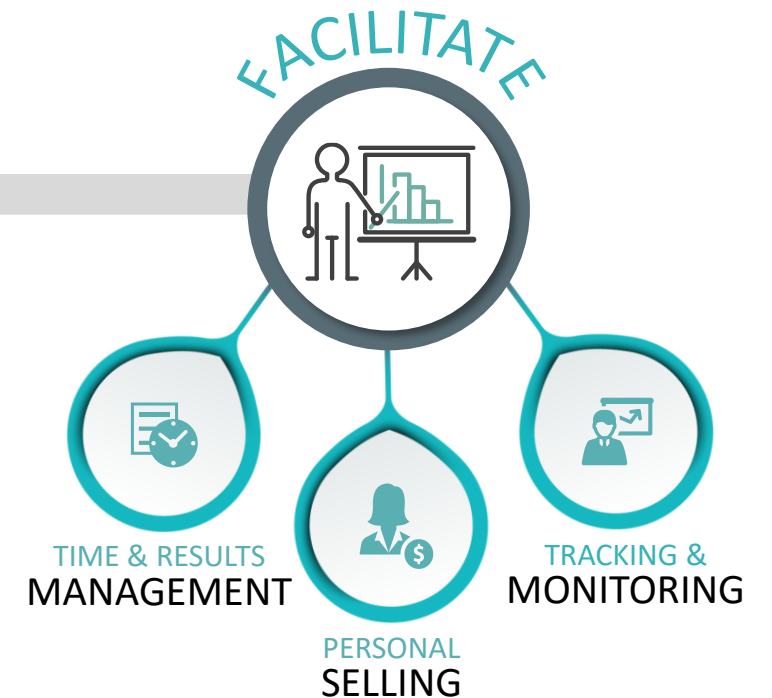




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Thank you!

Any Questions?