

TED Tourism Enterprise Development Programme

Northern Ireland Embrace a Giant Spirit TOURISM NORTHERN IRELAND

Meet the Industry Virtual Selling Webinar

FACILITATOR: Julie O'Brien
Date: Wednesday, 25th January 2023
Time: 2-3pm



1

TED Tourism Enterprise Development Programme

Northern Ireland Embrace a Giant Spirit TOURISM NORTHERN IRELAND

Agenda

- Welcome and introduction
- Julie O'Brien
Runda Hospitality & Tourism Solutions
- Q&A
- Session duration: 1 hour



2



Julie O'Brien
Hospitality and Tourism Expert
+ 25 years experience



3

TED Tourism Enterprise Development Programme

Northern Ireland Embrace a Giant Spirit TOURISM NORTHERN IRELAND

Meet The Industry: the detail

- **Dates:** Wednesday 1st and Thursday 2nd February 2023
- **Times:** 9am-6pm
- **Attendees:** accommodation providers, visitor attractions, experience providers, tour guides, transport suppliers
- **Key benefits:** partnerships, referral opportunities and insights

4

TED Tourism Enterprise Development Programme

Northern Ireland Embrace a Giant Spirit TOURISM NORTHERN IRELAND

Meet The Industry: the detail

- **Format:** virtual
- **Platform:** make and accept bookings via Converse
- **Appointment duration:**
 - 10 minutes duration per appointment
 - 5 minutes break between appointments

Appointments opened this week
Over 400 meeting requests to date

5

TED Tourism Enterprise Development Programme

Northern Ireland Embrace a Giant Spirit TOURISM NORTHERN IRELAND

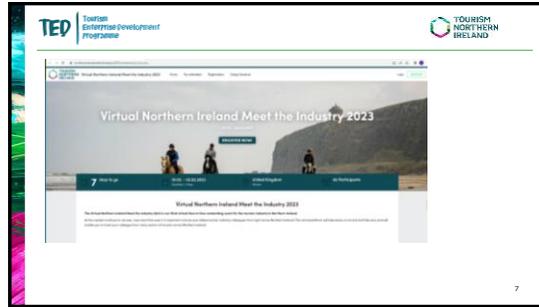
NOTE! Converse

Converse briefing document:

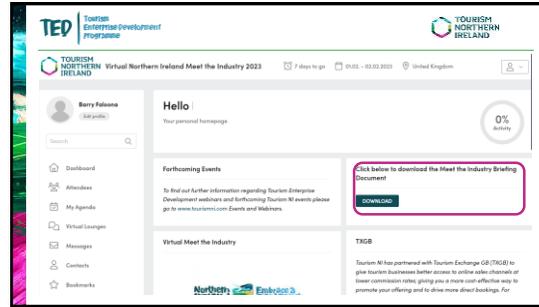
- Log in to Converse
- A briefing document is available on your personal dashboard
- ALL details are in this briefing document
- Please read it carefully!

6

6



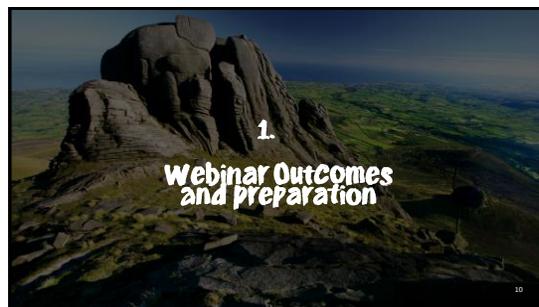
7



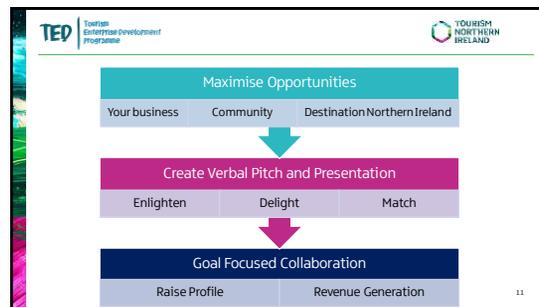
8



9



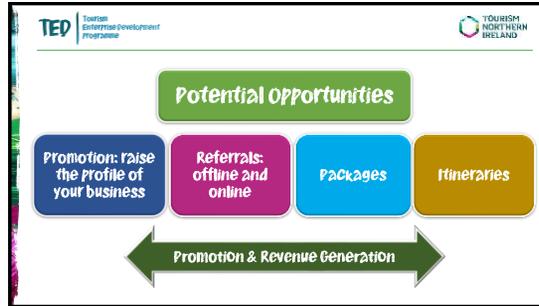
10



11



12



13

This slide shows a screenshot of the Killeavy Castle Hotel website. A white box with a green border is overlaid on the page, titled 'Referral EXAMPLE: Killeavy Castle Hotel'. The box contains a photo of a golf course, a list of 'Experiences' (e.g., 'Killeavy Golf Course', 'Killeavy Castle Hotel'), and a 'Book Now' button. The website URL 'www.killeavycastle.com' is visible in a purple box at the bottom left of the screenshot.

14

The slide is titled 'Package Potential Examples'. It features two horizontal bars. The top bar is purple and contains the text 'accommodation providers PLUS visitor attractions / experience & activity providers'. The bottom bar is green and contains the text 'venue PLUS experience & activity providers'.

15

This slide shows a screenshot of the Titanic Hotel Belfast website. A white box with a green border is overlaid on the page, titled 'Package Example Titanic Hotel Belfast'. The box contains a photo of the hotel, the text 'The Complete Titanic Experience', and the price 'From £179 per night'. Below this, it says 'Stay and enjoy views of Titanic Belfast and Belfast City'. There are 'READ MORE' and 'BOOK NOW' buttons. The website URL 'www.titanichotelbelfast.com' is visible in a purple box at the bottom left of the screenshot.

16

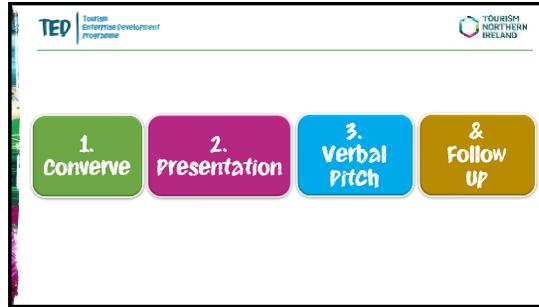
The slide is titled 'Suggested Itineraries'. It features five colored buttons: 'Geography' (purple), 'See and Do' (green), 'Local Insights' (light blue), 'Free and Paid' (yellow), and 'Possibilities' (dark blue). Below these buttons is a list of bullet points:

- Geography: how to navigate the destination
- See and do: raising awareness of things to do, places to visit
- Local insights: secrets- hidden beach, wonderful woodland, a delicious dish
- Free and paid: from paid tourism experiences/services to a panoramic view
- Possibilities: half day, full day, multi-day duration across FOUR seasons

17

The slide has a solid yellow background. In the center, the text 'What do you need to prepare?' is written in a white, bold, sans-serif font.

18



19



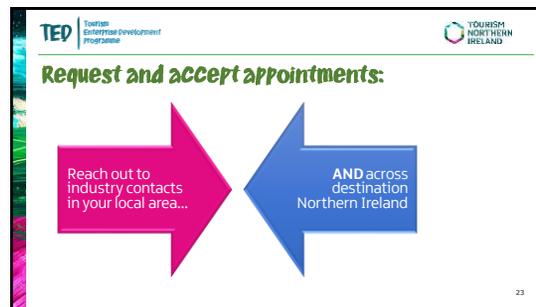
20



21



22



23



24

TED Tourism Enterprise Development Programme TOURISM NIORTHERN IRELAND

Dear Jane

I am looking forward to speaking with you on [insert date] at [insert time]. I will have the laptop ready to show you how beautiful our location is in rural/coastal [name place].

I am also eager to share news about our new experience called [name experience]. We launched it in November and it is receiving 5 star reviews. I am hoping this is something that will suit guests staying in your hotel.

Wishing you the very best...

Connect via messaging

25

TED Tourism Enterprise Development Programme TOURISM NIORTHERN IRELAND

Know that you reflect EVERYTHING

- Your words
- Your behaviour
- Tone: Professional / friendly



26



27

2. Preparation Presentation

28

TED Tourism Enterprise Development Programme TOURISM NIORTHERN IRELAND

Choices

- Power Point Presentation (Laptop, Ipad)
- Physical Images
- Album - Storybook

29

TED Tourism Enterprise Development Programme TOURISM NIORTHERN IRELAND

What to include

- Contact Details and Business Brand
- Approx. 8-10 STRONG images
- VIDEO? If using, use with care
- Get a REALLY good Map

30

What to avoid
 Text heavy presentations
 Badly formatted presentations
 NOT aligning VISUAL and VERBAL

31



32

3. Preparation
Verbal Pitch
 Practise Alignment with Presentation

33

Be Clear... Create a Connection
 Registered Participant is visible
 Hi Jane
 My name is John Smith. I have been so looking forward to meeting you today. As you can see, my colleague Michael Jones was registered to meet with you. Michael and I work really closely together and I am looking forward to telling you about what we offer...

34

Verbal Pitch Steps
 1. Introduction and Warm Welcome
 2. Gauge knowledge level
 3. Highlight your location
 4. Clearly define your business offering

35

5. Enlighten with words and images
 6. Create Trust: enlighten and inspire
 7. Clarify what you have available for sale
 8. Be precise, concise and do not exaggerate
 9. Listen and engage
 10.1 Ask for an opportunity
 10.1 Reciprocate an opportunity
 11. Follow Up

36

1. Introduction and Welcome

Make your industry Colleague feel welcome with a smile

Well hello Joan, my name is Caroline Dunne and I represent Wild Moon Adventures. I have been so looking forward to meeting you this morning...

37

2. Gauge Knowledge Level

Assess if/how much your industry Colleague knows about your offering

Can I ask, have you ever heard about us...?

38

3. Highlight Your Location

Ensure your Colleague understands where your offering is located- point to a map

*...let me begin by showing you on a map exactly where we are located...
I consider myself so lucky to be from here...
Hopefully, one day soon you will be able to come and see where we are based for yourself!*

39

4. Clearly define your business offering

Ensure your business offering is CRYSTAL CLEAR to your Colleague

*...my name is...
... my business is...
...my experiences-services are...
...an insight into the experiences-services...*

40

4. Clearly define your business offering

Example

41

4. Clearly define your business offering EXAMPLE

- My name is...
- I represent The Bushmills Inn in County Antrim
- Set against the dramatic backdrop of the Giant's Causeway, Bushmills Inn was a Coaching Inn in the 1600s
 - I cannot tell you how much I LOVE this place.
 - It just oozes charm and has lots of places to hide from the world from hayloft snugs to quiet spaces beside turf fires.
- We offer
 - ...rooms, restaurant, cinema etc.

42

5. Enlighten with words, images and (video)

Enlighten your industry colleague with words and pictures

Your industry colleague should be able to clearly picture the experience- without being there

43

5. Enlighten with words and images EXAMPLE

Mental Images	Bullet Points
Words that paint a picture	Practicalities
<ul style="list-style-type: none"> Wooded valley Blanket bog Waterfall Hayloft snugs! Starlit kayaking... 	<ul style="list-style-type: none"> Duration Required clothing

44

6. Create Trust and Inspire

Win your industry colleague's admiration and trust

- Easy to work with
- Reliable
- Referral Worthy

45

6. Create Trust and Inspire EXAMPLE

46

7. Clarify what you have available for sale EXAMPLE

Ensure your industry colleague understands the experiences you have for sale

- Tight on time?
- Select a sample experience to provide an insight
- Select what best meets the needs of your colleagues' customers

47

7. Clarify what you have available for sale EXAMPLE

Ensure your industry colleague understands the experiences you have for sale

- Tight on time?
- Select a sample experience to provide an insight
- Select what best meets the needs of your colleagues' customers

48

7. Clarify what you have available for sale EXAMPLE



- My name is Josephine Brennan King.
- My career began as a little girl who was reluctant to dance in a parochial hall in Downpatrick.
- From there, I progressed to the world stage as Dance Captain in Michael Flatley's Lord of the Dance show

49

We offer a wide range of experiences from large scale productions to bespoke experiences.

Today, I would like to tell you about **Dancing at the Crossroads**

- This experience revives the tradition of Irish Dance Masters who taught dance in the 1700s and 1800s [...]
- It ends with a street party where an Irish dance takes place on the open road
- Gathering and celebrating just as our ancestors would have done after a hard days work on the farm...!

50

8. Be precise Concise and do not exaggerate

Precise Concise	Present with Integrity
<ul style="list-style-type: none"> • Do not overwhelm • Do not bore 	<ul style="list-style-type: none"> • Authentic • Avoid exaggerating

51

9. Listen and engage

Listen	Discerning an opportunity
<ul style="list-style-type: none"> • Hearing and responding - needs and feedback? • Be aware - verbal and body language 	<p>By listening, establish if there is an opportunity to engage</p> <ul style="list-style-type: none"> • Refer? • Package? • Sample itinerary? • Establish a connection?

52

10.1 Ask for an opportunity

Encourage an opportunity

yes

no

maybe

...it has been so lovely to speak with you today and to share what we offer... If you thought it might be possible to showcase our experiences to your customers offline and via your website, we would be truly delighted!

Do you think that would be possible?...

53

10.2 Reciprocate an opportunity

Where possible, reciprocate

...of course, it would be my pleasure to let my customers know what you offer too... I could do that in many ways including... attaching [your services with your booking details] to reservation emails.

That way, our customers will know all about you and can contact you directly to book you.

We would be delighted to do that...

54

TED Tourism Enterprise Development Programme **TOURISM NORTHERN IRELAND**

11. Close and Follow Up

End on a high note!

...thank you for your time today, it has been so lovely to meet you and to share our offering...

THEN, HAVE A PLAN FOR FOLLOW UP!

55

55

TED Tourism Enterprise Development Programme **TOURISM NORTHERN IRELAND**

11. Follow Up EXAMPLE

NEVER show up without following up

Dear Jane

It was so lovely to meet you at the Meet the Industry event organised by Tourism Northern Ireland.

As promised, I am delighted to enclose a summary of information about our offering.

I was really happy to hear that you would like to refer what we do to your customers. If I called in on [name date] at [name time] would that work for you so that we can discuss further?

56

56



57

TED Tourism Enterprise Development Programme **TOURISM NORTHERN IRELAND**

Think about it

Ireland is FULL of beautiful places...

So, why are some more well known than others?

58

58

TED Tourism Enterprise Development Programme **TOURISM NORTHERN IRELAND**

Think about it

59

59

TED Tourism Enterprise Development Programme **TOURISM NORTHERN IRELAND**

Think about it

60

60



61



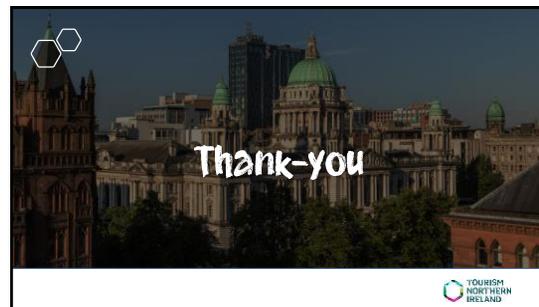
62



63



64



65