

Sandals

Success Elements^{FOR}

SELLING GROUP ROMANCE TRAVEL

GROUP SALES SUMMIT 2019

GROUP ROMANCE TRAVEL IS EXTREMELY LUCRATIVE:

BENEFITS OF BOOKINGS GROUP TRAVEL

- Increased revenue in group excursions
- Increased revenue in group food and beverage opportunities
- Increased rooms in group travel for guests of the bride and groom

TIPS TO GROW YOUR GROUP ROMANCE TRAVEL

1. QUALIFYING YOUR CLIENT

Ask the bride and groom! Get to know your clients personally. Ask questions about their relationship, how they met, what they envision for their special day. Knowing things like how many people they plan to invite and what kind of style they want for their wedding will help you narrow down the most appropriate destination for their group.

**Watch our webinar for a real life example on the benefits of qualifying your client*

2. AUTHENTIC PRODUCT KNOWLEDGE : KNOW THE PRODUCT

The idea of specializing in romance travel means you will need to bring a level of authenticity to your clients. You will be seen as an expert; therefore it is imperative to be knowledgeable on select products and able to speak in great detail about the individual resorts and their selling features that might appeal to your wedding couple group's interests.

**Watch our webinar to understand the value of "seeing is believing"*



Marsha-Ann Brown
Director of Romance, Sandals Resorts

3. MAINTAINING KEY RELATIONSHIPS

When you focus on weddings and renewal groups, it helps to establish a relationship with specific brands, allowing you more personalized attention and the ability to contact key personnel in times of need.

**Watch our webinar for examples on how to earn your client's trust by maintaining key relationships*

4. SHOW YOUR VALUE TO YOUR CLIENTS

Visit the brands that you sell the most to best showcase product knowledge and help the group get the most out of their agent. Learn features that are exclusive to Sandals® and other brands.

5. GET THE ENTIRE GROUP ON BOARD

EDUCATE AND ENTERTAIN! Once the bride and groom have determined their choice of preferred resort, as their travel professional you may want to host an informational evening that incorporates a presentation about the select resort with visuals and details of the various activities available to them. Have the Sandals or resort Business Development Manager present a PowerPoint for the group, with an opportunity to ask questions and understand the ease of payment plans and deposit requirements. If the group is spread out and not able to come together in person, then this can be delivered via webinar to provide the guests with more information in hopes of securing their booking. This is designed to create excitement and awareness of the brand.

Working closely with Sandals & Beaches® Resorts gains you credibility due to the brand name recognition and reputation, with more awards and accolades than any other Caribbean Resort.

At Sandals & Beaches Resorts, we can easily create an itinerary that is suitable to all of your groups' needs. Sandals & Beaches Resorts values the relationship we have with our travel professionals like you and we want to earn your group business. So, we've created an entire team of dedicated professionals to support you. From your Regional Groups Sales Managers and our Business Development Managers, who ensure all aspects of your groups expectations are executed with the utmost care, to the support of our Wedding Entourage who will book the wedding date and time, and have as many planning sessions as necessary with your bridal couple, to the Resort Wedding Events Team who will ensure a smooth execution of the wedding of their dreams. Sandals provides you with peace of mind when it comes to working with our groups wedding team and we thank you for putting your trust in us.

Connect with us today!

Visit www.sandals.com and www.taportal.sandals.com OR
www.sandals.com/groups/team/ to find your closest sales team member!

