

# Promoting tour operator products

## KEY POINTS

- Research the organisation you are calling.
- Try to find the name of a specific person to call.
- Prepare the information you would like to promote.
- Think about the USPs (unique selling points) of your product/service
- Present yourself slowly and clearly.
- Try to create a positive rapport with the person you are calling.
- Arrange to call back if they are too busy to speak.
- Think of ways to overcome objections from the potential customer e.g. people don't normally ask for that kind of service.
- Make arrangements to meet and / or send publicity material...

## KEY LANGUAGE

### Establishing contact and interest

- *Good morning, this is Andrew Simmons from GoWest.*
- *We're a large Brussels-based tour operator.*
- *I'd like to speak to the person in charge of new business development / the person responsible for package tours / the person who deals with the Southern European market.*
- *Do you have a moment to discuss our new proposals for the summer season?*
- *We're currently looking to expand our business in the south of Italy.*
- *We've developed a number of packages in the ... area.*
- *The areas around ... have some fabulous coastline and are relatively undeveloped.*
- *Do you currently have this kind of package on offer to your customers?*
- *Maybe you don't offer these services now, but I can assure you that people are looking for alternative destinations to avoid the crowds and over-development of the big seaside resorts.*

- *I'd be delighted to come and show you our portfolio in more detail.*
- *We feel there are excellent opportunities to develop this.*
- *Could we arrange a meeting for some time next week?*

### Comparing products / offers

- *This particular tour is far more detailed than our previous ones.*
- *This particular airline offers a far more comfortable flying experience than its competitors.*
- *This hotel is easily the best in the town.*
- *We take far more care than our competitors when selecting tour guides.*
- *The south of the city is much livelier in the evening than the north.*
- *Our prices are a third lower than all our competitors'.*
- *We aren't as big as some of our competitors but that allows us to offer a more personalised service.*
- *There aren't as many tourists as on the ...*

## PRACTICE

1. Listen to the phone call and complete the dialogue with the missing words.

many • offer • care • opportunity • through • expand • think • may • charge • moment • higher

**A:** ACR Travel agents how **(1)** ..... I help you?

**B:** Yes, good morning my name's Cathy May from Global Holidays in Valencia – can I speak to the person in **(2)** ..... of your Spanish holiday operations, Consuela Martinez, I think it is.

**A:** Yes, that's right. Hold the line I'll put you **(3)** .....

**C:** Hello? Consuela Martinez speaking.

- B:** Good morning Ms Martinez, this is Cathy May from global Holidays. Do you have a **(4)** ..... to discuss our range of self-catering packages in Spain?
- C:** Er, well I'm a bit busy at the moment...
- B:** OK, I'll be very quick then. Basically, we're looking to **(5)** ..... our network of agents and feel you would be ideal intermediaries for our products. What do you **(6)** ..... ?
- C:** Well, we're always open to offers but we already work with a couple of operators in Spain.
- B:** Of course, but we take far more **(7)** ..... in the properties we choose so we can guarantee the very highest standards for our customers – plus the fact that our prices are about 10% **(8)** ..... than our closest competitor.
- C:** Maybe, but we don't have as **(9)** ..... people requesting Spain as Italy or Greece.
- B:** Exactly, you see, that's your **(10)** ..... to develop this market. Look, I'll send you a PDF of what we have on **(11)** ..... and then I'll call you at the start of next week and arrange a meeting. Would that be ok?
- C:** Sure, you have my email don't you?
- B:** Yes, I have it right here. Thanks for your time Ms Martinez.
- C:** You're welcome, goodbye.
- B:** Goodbye.

2. Role play with your desk mate the following dialogue.

**Tour operator employee**

You work for a large US tour operator based in New York. You would like to increase business. You have the following two exciting packages to offer. Call your contact in an Italian tour and try to promote the two tours. Explain the highlights of each package and point out any differences between the two.

**Travel agency**

You are an Italian travel agency based in Palermo. Find out about what the caller has to offer and ask any additional questions or request brochures etc. Decide whether you are interested in what the tour operator is proposing.

**Package 1**

**WEST COAST TOUR: 10 DAYS**

- ▲ Includes trips to **California**, San Francisco, Grand Canyon, Yosemite Park, Death Valley desert, Colorado.
- ▲ Tour guide (Italian-speaking) for the whole duration of the stay
- ▲ 3- or 4-star hotels with half board in selected restaurants
- ▲ All transfers and insurance included
- ▲ Cost per person: 3600 euros per person for 2 people sharing double room with a 30 euro supplement for single room occupancy. ESTA visa not included.
- ▲ Departures from Rome and Milan.

**Package 2**

**EAST COAST TOUR: 12 DAYS**

- ▲ Includes trips to **New York** (includes entrances to Empire State Building and Rockefeller Center), Washington DC, Philadelphia, Harvard, Boston, Niagara Falls
- ▲ Tour guide: English-speaking only
- ▲ 5 star hotels with full board (includes lunch in all areas visited)
- ▲ Cost per person: 4600 euros for 2 people sharing double room with a 30 euro supplement for single room occupancy. ESTA visa included.
- ▲ Departures from Venice, Bologna, Milan and Rome