

DELIVERING THE INCENTIVE QUALITY EXPERIENCE: WHAT BUYERS WANT

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Today's incentive travel buyer is more demanding than ever! They want a positive return on their investment, a great travel experience (at a great price, of course) and suppliers who deliver what they promise. Incentive travel is all about the "wow" factor - making participants thrilled and ready to work hard for the next trip.

This interactive programme will look at:

- * Understanding the distribution channel. Incentive houses, travel agencies, conference planners, etc. Who does what and who are the key people within each type of distribution outlet incentive suppliers should focus on.
- * Key factors in creating a good buyer-seller relationship. We'll examine specific examples covering the key areas of timeliness, honesty, integrity, realistic approach, etc. that incentive buyers tell us they want. Based on our research, we'll share what incentive suppliers can do to forge closer relationships with their customers.
- * Buyer expectations during the selling process will be examined in terms of what suppliers can do to help make the sale in a supportive role. We'll look at realistic ways to support intermediaries such as incentive houses and travel agencies sell more of your product or service.
- * Buyer expectations onsite will also be examined. Buyers always talk about the "wow-factor". We'll look at some of the actions suppliers can take to develop the wow factor and exceed the expectations of their clients.
- * Participant expectations will also be explored as they are quite different from those of the decision makers. We'll look at ways to recognise them for their efforts and provide the little extra touches that make them advocates for your contribution to the trip as a whole.
- * What can you as the seller expect in return? We'll look at what you have a right to expect from buyers so as not to abuse your time and effort in creating the perfect programme including protecting your interests in pending projects
- * And more as time permits?

We'll explore the key elements of what separates incentive travel from all other forms of travel and how to make your product and service stand out in the marketplace to win more business. The focus will be on pleasing the incentive house, the client and the participants to ensure more business in the future.