



Selling Without Selling

15 Ways to Grow Your Business
Without Using the “S” Word

I have always been fascinated by the overwhelming aversion to sales. After all, the fear of rejection is real. It is not an unreasonable belief system.

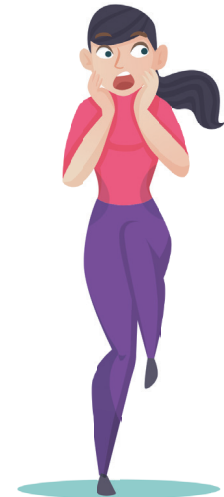
Who wants to be the pushy *LinkedIn Lurker*, *Facebook Messenger Menace*, or *Iphone Interrupter* who invades someone's day?

The truth behind most of those unwanted messages is that they are most likely from someone who *does not want to sell* either. They have outsourced their sales to a telemarketing firm and the lack of authenticity is offensive.

Slimy operators only serve to further degrade the already tarnished reputation of the "S" word. The only thing worse than not selling, is finding someone else to sell "you".

There is a deeper layer of fear which prevents advisors from doing what they know would be good for their business.

Fear of Rejection



Selling means going outside your comfort zone for what you truly want. You want more and better customers. You want high-end customers who travel often, *value your service*, and are willing to pay you for it.

After all, the ideal travel business has 250 to 500 clients, earning you six figures, and putting an end to 7 -day work weeks. It's both **FUN** and **financially rewarding!**

The customers you seek put you on the hot seat. Do I know enough, am I good enough, will they work with me?

Your relationships with customers put you in a place of uncertainty with a tinge of guilt. So much time has passed that you are fuzzy on their details and wonder if they've booked somewhere else?

On the other hand, when you connect with people, they are delighted to hear from you because you bring them so much joy and value.

You save them hours of time AND money.



It leaves me wondering.

There must be a better way to sell, that's NOT really selling.

Consider the fact that customers need to find a travel advisor who can solve the problem at hand. They are stuck, confused by their online search, and overwhelmed with too many options. They are concerned about health and safety and wondering a thousand things about the future of travel.



When people buy from you, they are solving *their* problem, not yours.

We often consider sales as *our* problem. We need more and better customers. We want replies to our emails, phone calls, and messages. We want to grow our business.

Yet the underlying truth to all selling is that it works best *when you are not selling at all*. You are positioning yourself in a way that customers buy from you. In fact, they do not buy from you, they buy what you know and how you solve their problems.

There is a saying that “Sales solves all problems.” Let’s consider how sales solves your customers’ problems.

SALES SOLVES YOUR CUSTOMERS’ PROBLEMS FRAMEWORK



Big Idea #1: Communicate When the Time is Right to Buy

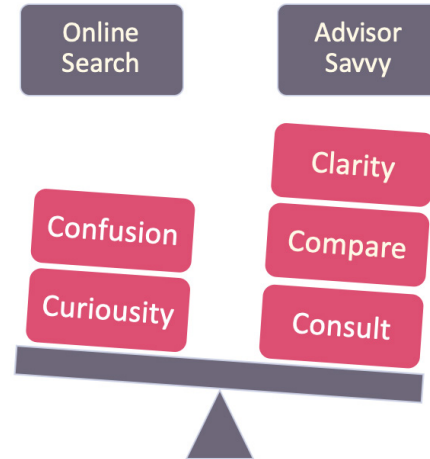
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Timing is everything. When the time is right for the customer to buy, be in the right place, with the right message.

In the consideration stage, according to Google, 95% of clients begin their travel search online. They begin down the path of comparing a wide variety of destinations, options, and price points. Within 45 minutes (the average travel search), they find themselves massively confused!

Or, worse, something catches their eye and through the power of technology they find themselves booking directly with a supplier or competitor.

It is critical to be the one who rescues them from the confusion stage, or risk losing them to another problem solver.



The key is to catch them to assist them with their buying decision. You can cut through the confusion, provide clarity, and secure the commitment.

- 2** **Call them *before* or as they begin their research.** Create a service promise that includes planning calls. It is the easiest way to catch right timing. Plus, it can be a long time between trips. Nothing plants the travel seed like where to next?



- 3** **Set a Next Call Date to catch them before or as they are ready to buy.** Every time you wrap up a call or meeting with a client, make a habit of ending with, “I’ll call you in three months” or “I’ll call you in May”. This one habit literally puts an end to cold calls. Setting the expectations that they will hear from you again not only makes it easy to pick up the phone, its a commitment and a challenge to live up to your promise.

Big Idea #2: Communicate the Right Time to Buy

4 **You are the expert.** Part of your role is to educate clients on the best time to travel. Most clients do not understand the critical relationship between booking and traveling, especially during this pandemic. A few key areas to communicate to clients include:

- a. Benefits to booking early including choice, selection, availability.
- b. Downside of waiting including high demand for popular destinations and products.
- c. Flexibility of booking early including little or no penalty for deposits.

5 **Scarce inventory sells quickly.** Everything from river cruises to top suites sell first. Help them buy early so they do not miss out.

6 **Know the Milestones.** Every milestone is an opportunity, but the best ones are those that trigger a special trip. Retirement, last trip as a nuclear family, and multi-generational birthday celebrations are among the top three.

7 **Know Buying Patterns.** People tend to be cyclical based on their life event calendar. The date they booked last year, might be a good time to check in this year.



Big Idea #3: Be Easy to Buy From

8 **Be easy to buy from.** This is both basic and profound. Ask yourself, if someone were shopping for travel, how easy would it be for them to think of you, find you, or approach you?

9 **Be where your clients are:**

- a. Online on Social Media and through SEO.
- b. Offline – through clubs, affiliations, and other community networks of your ideal customers.



10 **Remain top of mind** with meaningful touch points between trips. Personalized newsletters, events, helpful content-rich social media posts and website.

11 **Be Approachable.** Have you ever heard someone say, I did not approach you because “I didn’t think you sold cruises, safaris, yoga retreats or... fill in the blank?”

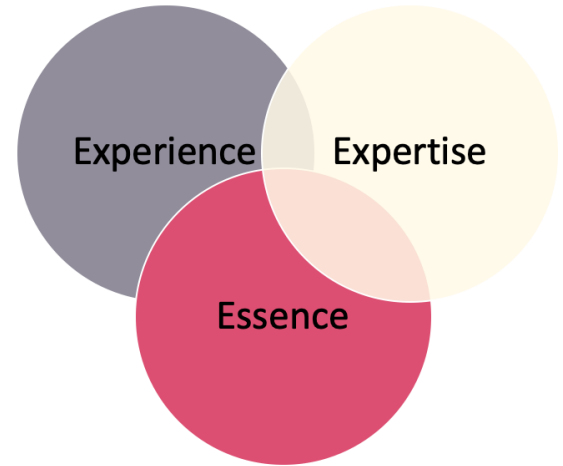
12 **Specialize in the customer, not in travel.** Be sure that clients understand that your service includes their bucket list of travel needs, not just their all inclusive land vacation or cruise.

Big Idea #4: Be the Right Person to Buy From

- 13** **Know what you are known for.** You are at the center of your expertise, experience, and essence. Nobody does travel like you do.

Know and communicate your unique travel genius so that people who know you can find you.

- 14** **Have a standing invitation to experience “YOU”.** Invite clients to read your content, watch your videos, join you for upcoming events, and YES, have a phone conversation.



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Share your journey.

“People don’t care what you do, they care why you do it.”

Simon Sinek

If clients know and believe in your “why”, they will buy from you. Share why you are still passionate about travel, and what it means for enriching peoples lives.

When you shift the way you look at sales, you will shift the way customers look at you.

Your only job is to ensure you are everything your customer needs in a travel advisor so that, when the time is right, you are the right person to buy from.



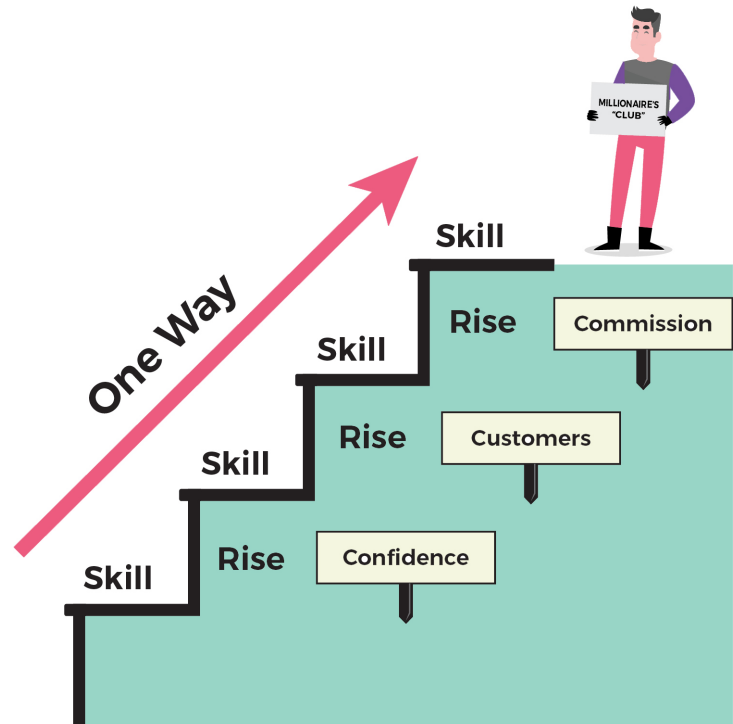
Where to from here?

Sales is not the “S” word you are thinking of. Sales is the solution to your business breakthrough. If you want to work more with people you love, selling products you are passionate about, sales open the door to a whole new level in your business.

What stands out for me is that sales skills are like a one-way staircase.

Once you master a new skill, your confidence rises. When you are working from a place of confidence, anything is possible. You begin to seek new skills which set you apart and attracts even more customers. Your commissions keep rising along with you. With each new skill you rise to a new level, and you never go back!

At the top of the skill staircase is the millionaires club that provides the kind of recognition you are looking for. Whether its to be known for your expertise, or to receive higher commissions, it is all waiting for you.





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Join me as I equip travel advisors build a thriving, purpose driven travel business. If you are interested in an authentic way to sell that resonates with the customers you seek, find a program that works for you.

Upcoming book Flying Colors, my courses, coaching, and masterclasses are guaranteed to increase your travel business savvy and boost sales!

About the author

Geraldine is an experience travel industry SVP with over thirty years of experience. What is unique about her is that she has led from every seat at the table, from front line to executive, to entrepreneur.

She is obsessed with helping travel advisors understand and know their value. It is possible to create a business that is both FUN and profitable!

Her book, Flying Colors: The Travel Advisors Guide to a Successful Business is coming soon!

If this is your time to reimagine the travel business you have always wanted, reach out!