

2023 UMA Sales Summit

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TUESDAY, SEPTEMBER 19

12:00 PM **Natural Sales Basics**

Sales is little more than two or more people having a conversation. One has a problem and is seeking a solution. The other believes they can offer the best solution. Convincing the individual with the problem you have the solution is sales. The challenge is comprehending the problem in a way that demonstrates understanding and trustworthiness. This session establishes the platform for the remaining sessions and provides insight into human nature so good salespeople can become great salespeople!

Scott Lauretti, SAL Companies

1:00 PM **Motorcoach 101 for Salespeople**

You are in charter and tour sales and occasionally it seems like your company is not always supporting your sales efforts due to "you know, regulations and stuff"! This session will highlight what goes on behind the scenes so up can prepare to sell better and find those "workarounds" that close the deal.

Cary Martin, Little Rock Coaches (moderator), Jordan Pearson, Transcendent Charter, Michelle Petelicki, Panorama Tours, and Brian Pinkney, ABC Companies

2:00 PM **Telephone and Email 101**

A wise man once said, "The responsibility of communications rests with the person with their mouth open." Yet, 85% of prospects and customers say they are dissatisfied with their on-the-phone experience. This session provides instruction for best practices using the telephone and email - essential tools for today's sales personnel.

Bob Dalaskey, Grove Street Consulting

WEDNESDAY, SEPTEMBER 20TH

12:00 PM **Developing & Improving Closing Ratios**

W. Edwards Deming once said, "If you can't measure it, you can't manage it." How many folks did you speak with today about chartering a coach? Last week? Last month? Last year? If you do not know how many sales attempts you made you have no idea if that is good, poor, or terrible and if improvement is required. This session covers the importance of developing your closing ratio and shows you how.

Bob Dalaskey, Grove Street Consulting

1:00 PM **PRE-SALE: Internal communications to close the sale.**

Just because the bus looks booked doesn't mean it is ... LIKEWISE... Just because a bus is available doesn't mean you can sell it.

Christa McCusker, Klein Transportation (moderator), Wendy Arany, H&L Charter, Jeremiah Wilkinson, CIT, Kurt Woodward, ASTRO Tours.

2:00 PM **POST-SALE: The trip is going - now what? How to let your customers know you are collaborating internally**

The trip is on! Now it is time to get down to the details of making the trip run smoothly with the driver and group leader. Coordinating internally with dispatch, shop, drivers will help and there may be essential stops the group leader did not plan on or perhaps a better route and venues more accommodating to the motorcoach that need to be reviewed. This is when the pros stand out, generating years of loyal repeat business. This session covers real-life examples of working with tour operators to make their trip more enjoyable and less headaches for the driver.

Vickie Cole, American Stage Tours, Elizabeth Kamalakis, Coachlight Tours, Melissa Loman, Student Group Tours

THURSDAY, SEPTEMBER 21

12:00 PM **What is the value proposition, and make it stat!**

According to Forbes Magazine, 74% of buyers chose the company that was the first to add value. The smart salesperson knows this and emphasizes not only their company's market difference, but often the obvious that may not be so obvious to the buyer. Seventy-two percent of all salespeople never present a proposal to their customer!

Roxana Melgar, BusRates.com

1:00 PM ***Jeopardy!***

Before our last session, let's have a little fun and review earlier sessions through Q and A and don't worry, everyone "graduates" to the last session.

Jay Snead, Prevost

2:00 PM **Let's go ahead and reserve that motorcoach for you today!**

72% of salespeople never ask for the order. The most common reason salespeople are reluctant to ask for the sale is a fear of rejection. This session covers opening and finishing with the close and learning that rejection is simply another buying sign to address.

Scott Lauretti, SAL Companies