

Chapter 2 Outline

Prospecting
Sources
Gaining Referrals
The Prospecting Process
Qualifying Prospects
Selling Strengths and Benefits
Handling Objections
Liabilities and Misunderstandings
Following Up
Market Segmentation and CVB Satellite
Offices
Associations and Satellite Offices
Corporate Business
Tour Operators
Convention Services

Competencies

1. Identify sources of sales prospects, and explain why current and past customers should be a primary focus of CVB sales prospecting. (pp. 17–19)
2. Describe the purpose of qualifying prospects and explain the role of asking questions in developing a sales plan based on customer needs. (pp. 19–20)
3. Describe the steps in the sales process, including determining strengths and benefits, overcoming objections, and following up with customers. (pp. 20–24)
4. Identify three key market segments for CVB sales and explain the role of the CVB satellite office in building customer relationships with these market segments. (pp. 24–25)
5. Explain the role of the convention service manager in the CVB sales process. (p. 26)