

Corporate Group Contracts

Retreats, incentive trips, sales meetings, conferences, fundraising, workshops, trade fairs

Great article - What are the different types of business travel?

<https://www.travelperk.com/blog/main-types-business-travel-arrange-accommodation/>

Why are companies so interested in doing group retreats and similar group trips? Companies can deduct 100% of employees' recreation expenses to company retreats, social and similar activities.

<https://amynorthardcpa.com/deduct-employee-recreation/>

Corporate groups mean: Corporate incentive trips, sales meetings, mastermind trips, retreats at all-inclusives in Mexico, Costa Rica, etc.

Commissions are lucrative! Usually big meetings and high-turn out.

Overview

Corporate contracts can be a FANTASTIC lead source, and of course, they can be structured many different ways. Maybe you want to book large annual sales meetings or manager meetings at fun cool destinations, or you want to handle all of the travel arrangements for the C-level employees, or you want put together vacation packages that the company then markets to their employees (for example you could create a set of special Disney or other type of family vacation packages every year and they market it to their employees who then use their own vacation time and money to book it).

LinkedIn is great for discovering people who might be interested in using you for group travel / corporate group trips.

When you reach out to someone to find their interest in corporate group travel, make sure to think about what's in it for their brand / company and what's in it for their employees, or even their customers / followers.

Some great details to help sell your prospect:

Shared travel experiences - Your audience / employees get to combine their love for travel together with their love of what you do for them as a company. It's a win-win! And they get to do it together with you in an international location.

Be in your world - Can offer training options during the corporate group trip. Your employees get to spend time in your world with you, learning from you. This is an experience they will invest in and remember forever.

Special Announcements - A corporate travel experience can be a great opportunity to announce the launch of your next big company product or service, or another positive announcement.

Generate Buzz - A great place to shoot video and gather media for testimonies, client stories. Create buzz around your company through an overview of your international corporate retreat.

Connect - Connect with your audience, investors, clients and followers in person, in an exotic local.

Employee Perk of Being with Your Company - Generate a new revenue stream or employee perk, by selling a travel experience with your company.

Present group ideas:

In your initial contact, you can present ideas that have worked great for other corporate groups.

For example: where would you like to go? The options are endless. From 5 days at an all-inclusive luxury resort in Los Cabos, Mexico, featuring a farm to table experience ... To an 8 night Italian food lovers adventure - Eat your way from Milan to Capri
There are so many options for your corporate group trip.

Ideas during the corporate group travel experience to mention:

There are so many ideas, areas to focus, and event options during the corporate group travel experience itself.

For example: Opportunities that the company has to give back to the causes and communities that matter to them. They may choose to fundraise on the group trip, ask attendees to make a donation with travel sales, or organize events during the itinerary to raise awareness and funds. It's a chance where the company can go on a vacation together, but also feel good about what they're doing.

It's a great way to bring meaning to something that already is making a difference.

This is part of the group activities you can mention as an idea, but you would not be on the hook to organize or facilitate.

Causes and communities might include, but not be limited to the following:

- Environmental
- Animal protection and preservation
- Education

- Health and wellness
- Child safety and welfare
- Human trafficking awareness

Ideas to explain your expertise

ITINERARY DESIGN

As your travel agency - We will curate an itinerary perfect for you and your group. We will arrange all of the small details from activities and entertainment to meals and accommodation. We will work with you to ensure that your personality and brand shine through and that your group leaves happy.

OUR WHITE GLOVE BOOKING SERVICE

Ensure that all travelers are booked in alignment with the group itinerary
 Arrange any individual dietary needs
 Arrange airport transfers on arrival at the destination
 Prepare all trip documentation
 Host pre-departure Q&A session
 Promptly answer any email inquiries from all travelers
 Create a custom website for the group to learn more, contact us, and book

DURING TRIP SUPPORT

Should you wish for us to travel with you to provide support in your destination, we would be happy to provide a quote for that.

We will provide all travelers with emergency support before and during their travel.

How it works - Help guide your potential corporate group client into your process

Step 1: Schedule - This is the first decision you will make and it is a personal decision that is driven by your own schedule. When do you have the most downtime? Could this trip complement another project? Consider the launch and booking windows to ensure that they will not conflict with anything significant but instead piggyback or compliment your brand.

Step 2: Itinerary - In this step, I work with you to learn about the type of travel that you enjoy, what kind of experiences you like, the food you want to eat, and how you'd like to connect with your group. I will then research and present three itinerary options for you to select from. We will then lock in an itinerary with a signed agreement and deposit.

Step 3: Pre Launch - This is when you will make a big and exciting announcement to your audience about the trip. We will support you by providing scripts, posts, images, emails, etc. We can also work with you to build out the content for a dedicated website page. We'll do the work - you get them excited to travel with you!

Step 4: Booking Window - Bookings open! If the pre-launch went well, bookings should come easily. We will handle the customer service and logistics for all of the bookings so that you and your team do not have to worry. We will meet with you regularly and provide you with bi-weekly booking updates. Closer to the date we will start our pre-departure preparations.

Idea for follow-up email with someone interested in corporate group travel:

It was a pleasure speaking to you on the phone yesterday. I have prepared a proposal for you to look over. It is everything that we spoke about, but in more detail. Go ahead and note any questions you may have and we can go through them at our next meeting. I look forward to curating a trip that perfectly fits your brand and goals.

In this email, it would also be great to include more about you (a short bio of why you're the expert in what they want) and where they can go to learn more about you.

More Ideas

Your imagination is your only limitation on landing fun lucrative corporate contracts.

Make a list, brainstorm different organizations, contact, and build over time.

Pitch your travel services, and build relationships with the companies you have targeted.

You're there for whatever they need from you.

These can be HIGHLY lucrative because they often generate LARGE group bookings, however they don't work for all niches.

What you need to land a corporate contract (or several!).

Is there a company who employs people that would be dream clients for you? Several companies have a relationship with a travel agent. Some put together different family all inclusive vacation packages each year. Companies will then market these packages in their newsletters to all of their employees. Employees who want to take that trip could contact the travel agent and book. It is of course up to the employee to pay for their own trip and book it on their own vacation time, and the cost of the trip varied a little based on the exact dates that the employee booked it for and how many kids they were bringing.

YOUR SIMPLE 6-STEP HOW-TO GUIDE

Step 1: Decide specifically what you want to sell to companies, what are you doing for them?

Step 2: Research companies that would be a perfect fit for your services. Create a simple spreadsheet to track the companies, the key contact people, details about the company, and your reach-outs and follow-ups with them.

Step 3: Craft emails to send out to at least one contact person within each company.

Step 4: Follow-up and deliver value to them in your follow ups.

Step 5: Keep following up until you have a meeting.

Step 6: Follow-up after your initial meeting, and keep following up and delivering value until you have a signed contract.

Sample Email Ideas

Below are two different sample “Door Opener” emails that you can send to the key contact person within a company that you would love to have a contract with.

Sample Email #1

Here’s Why It Works: It’s sparked by something specific the company is doing right now, it includes a measurable result, it offers something of value, and it takes an unassuming approach.

Door Opener Emails
For Corporate Contracts

All of the underlined text should be customized:

Subject: A resource for your annual sales meeting

Mike,

I noticed from several of your company’s recent press releases that you have a growing sales force.

In working with thought leaders such as you, I help them to create fun hassle-free annual sales meetings in inspiring destinations, and I generally come in under budget.

To that end I have some resources that could possibly be of interest to you.

Would it be okay if I emailed over to you a list of the top 10 destinations for inspiring and on-budget sales meetings, and 5 common mistakes that companies make when booking their events which lead to unnecessary hassles and extra cost.

I know your time is valuable. If you find this information helpful, we can go from there. If not, you'll at least have my contact information for the future.

Cheers,

Jane

Sample Email #2

Here's Why It Works: It leverages the proximity factor, includes a measurable result, offers up something of value (coffee), and it has a light conversation tone.

Door Opener Emails
For Corporate Contracts

All of the underlined text should be customized.

Subject: I pass by your office...

Mike,

We haven't met yet, but I've driven by your office dozens of times on my way to meet with other clients in the area.

It occurred to me today that it might be worth setting up a time to meet face to face.

I make and manage travel arrangements for busy executives like you (both business and personal). In general I save my clients an average of 200 hours per year, and a 15% annual cost savings because of the deals and free upgrades I'm able to negotiate and access.

Working with a premiere travel agent may not be something that's on your radar right now, however, it might be worth us meeting for a few minutes face to face so you have me in your back pocket should you decide to delegate your travel arrangements to a professional.

How about I swing by your office on Friday morning with your favorite cup of coffee? Let me know how that sounds to you, and how you like your coffee.

Cheers,

Jane

10 TIPS FOR OPENING MORE DOORS WITH EMAIL

#1: Customize. It's immediately clear to your contact person if your pitch is canned or written specifically for them. Of course you can follow a template, which we highly recommend. The two samples provided have been proven effective, but DO customize them. Do research on the company and your contact person, then show them in the email that you've done your homework and this is an email you crafted for them.

#2: Follow-up. Don't be a one-trick pony! Your fortune really is in the follow-up. Oftentimes it takes 7 to 12 follow ups to land a new big corporate client.

#3: Contact multiple people. Within a lot of companies are multiple decision makers (such as heads of different departments). It's fine to contact as many as four people at one time from each company you are targeting.

#4: Be transparent. If you contact more than one person within a company, be sure to let each person know whom else you've contacted. HOWEVER, address each of them individually. NEVER send out a bulk email. Everyone will assume the other email recipients will handle getting back to you and therefore no one will get back to you.

#5: Keep it short. The best length for your follow up emails tends to be 150 to 200 words. Also, keep your paragraphs super short because oftentimes your emails will be read from a smartphone.

#6: Always include your contact info. Make it as easy as possible for an interested decision maker to get in touch with you. Be sure your email signature includes your direct email, direct phone number, and if applicable, the phone number to your assistant too.

#7: Don't assume. It will turn off your prospective clients if you assume they need or want your service. The goal of your outreach is to start a conversation so you can assess their needs – not to sell them something.

#8: Avoid the “sales guy” cliché statement: “Can we set up a time to meet because I’d like to learn more about your challenges and goals...”. To decision makers, this translates to “Give me your valuable time and insider information so I can figure out what to sell to you.”

#9: Give value. You are asking for the valuable time of a decision maker. You need to make it worth their time. Be clear in your communication as to exactly how meeting with you will benefit them.

#10: Take action. Like right now. Research companies you want to contact, choose your email template, customize it, and send! Then treat yourself to something fun for taking action – maybe a bubble bath, a massage, or dinner out tonight.