



LONGBOAT KEY | ST. ARMANDS | LIDO KEY
SIESTA KEY | CASEY KEY | VENICE
MANASOTA KEY | ENGLEWOOD | NORTH PORT

Tourism University

Goals

01

Become Expert Lead/Service
Request Readers

02

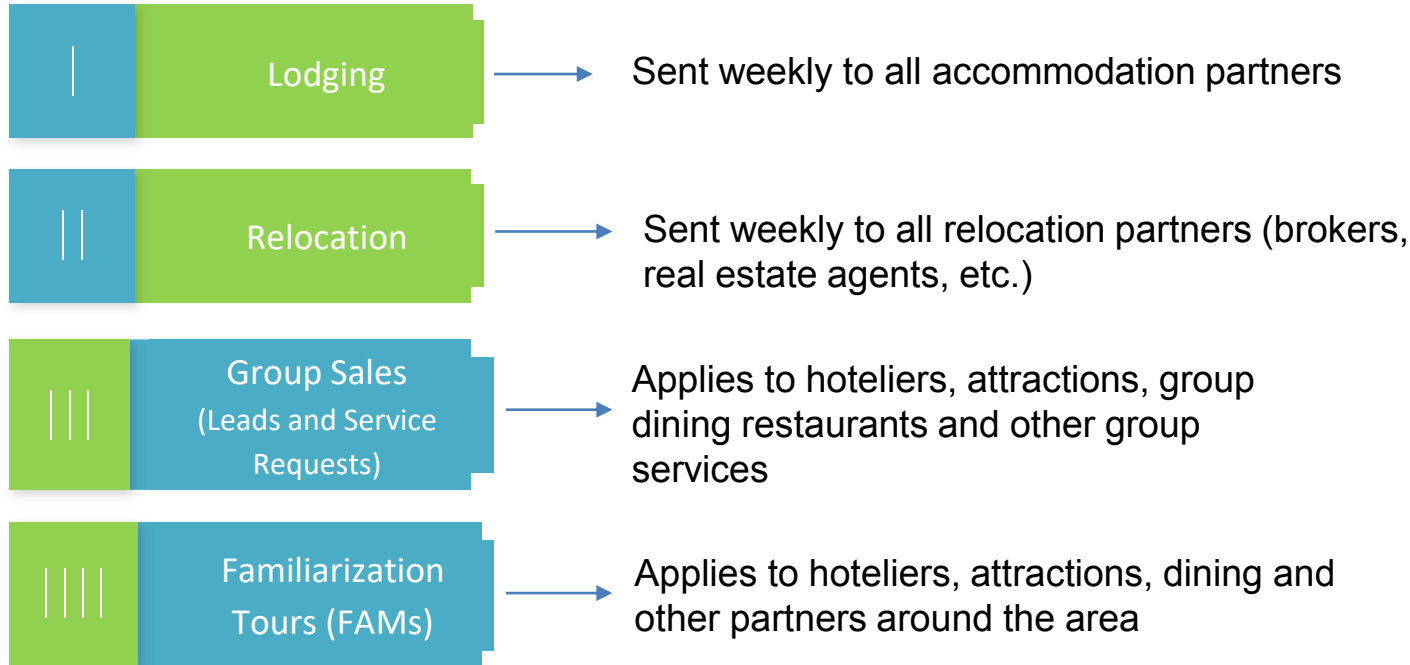
Win More Business

03

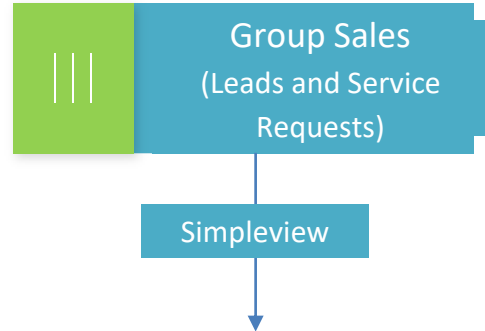
Work Smarter with VSC



Types of Leads



How Sales Leads are Sent



Subject lines usually appear as:

- Wedding Sales Lead – Confidential
- [MARKETING] Wedding Sales Lead - Confidential
- The above two were for the SAME lead.*
- Service Request Lead (Confidential)
- [MARKETING] New Sales Lead (Confidential)
- New Sales Lead

SENDER: donotreply@simpleviewinc.com

Understanding the VSC Sales Lingo

Sales Leads

- Includes room nights
- Impacts the Tourist Development Tax (TDT) aka “heads in beds” tax
- Tracked by DI Economic Impact Calculator (Pre, Booked and Post)
- A single lead is often accompanied by multiple service requests
- Sent through Simpleview and can be viewed on the extranet

Service Requests

- Encompasses:
 - Event space rental
 - Group dining
 - Transportation
 - Group wellness initiatives
 - Meeting services
 - Team building activities
- Cannot be tracked with our economic impact calculator
- Sent through Simpleview and can be viewed on the Extranet

Reading Leads & Service Requests

- **Header (in grey):** New Sales Lead, New Service Request, Confidential Sales Lead, Sales Lead (3rd Party), Amended Sales Lead, Canceled Sales Lead
- **Response Due Date:** Usually in bold or highlighted, very important to note
- **Contact Information:** should always includes the email address of the client if not confidential
- **Requested Dates:** alternate dates are usually given as well
- **Meeting Requirements:** often contain group history, rates and any other pertinent details given to VSC via our website or CVENT
- **Requested Rooms and Peak (for Leads):** important to note, but not a deal breaker if you cannot accommodate yourself
- **Attachments:** keep an eye out for attachments with leads that may contain even more detailed group information

Real Leads Gone Bad

Details & names have been altered

Example 1:

Hi Amanda,

I spoke with Penelope at JW Marriott and we are going to work together for rooms for this group because my property cannot handle the entire group. Could you please tell me the rates they are looking to hit and if we can offer our two hotels?

Thank you,
Alexis Bendel,
Hard Rock Hotel

Example 1 Reply:

Hi Alexis,

That is great to hear that you and our other partners are working together! Per the lead details,

MEETING REQUIREMENTS:

Hotel must have hot breakfast included and stay in the rate range between \$98 to \$120.

You can also find the full rate history dating back to 2014 at the bottom of the lead. Please let me know if you have any additional questions.

Warm Regards,
Amanda

The Fix: Read Before You Respond

Real Leads Gone Bad

Details & names have been altered

Example 2:

Hi Martha,

Just to follow up on our last two service request emails, the client is still waiting for a proposal. They are interested in what SpaWorks has to offer however, they are trying to make a decision this week. Please let us know if you are unable to accommodate their request and remember to copy Visit Sarasota County on any response.

Thank you,
Amanda

Example 2 Reply:

Hi Amanda,

We are able to accomodate! I already emailed them, but they did not reply. I just checked and I typed in the wrong email. I wish I would have copied you because you would have probably caught my mistake earlier!

Gosh, now I bet they think SpaWorks sales team does not have our act together! I hope the client does not choose another company now. I will email them ASAP.

Best Regards,
Martha

The Fix: Copy Visit Sarasota County

Real Leads Gone Bad

Details & names have been altered

Example 3:

Hi Amanda,

Did you send out my request to a place called Pristine Paradise? I received a random email from a woman who simply gave me details about the location. I don't know how she got my contact information and it makes me nervous. She also did not copy you on the email, which is why I was skeptical.

Thank you,
Keke

Example 3 Reply:

Hi Keke,

I apologize. I did send your proposal to Pristine Paradise, however, they should have mentioned us in the email and should have directly referenced your RFP. We have had cases of partners forwarding a client's contact information without permission to other businesses, so thank you for checking on this one.

Additionally, the partner should have also copied us in her response. Would you please forward me what she sent you so that I can keep it for our records?

Best Regards,
Amanda

The Fix: Mention Visit Sarasota County

Lead Tips to Win More Business

- **Response Time:** Within 24-hours is ideal or at least by the *Response Due Date*
- **Be Creative:** If the request could fit your business, then we leave it up to you to be creative to propose something that works for you. You don't always have to check every box to win the business!
- **Be Attentive to Detail:** Errors in names, spelling, pronunciation and similar details seem like small mistakes, but to a client these mistakes can be the reason he/she chooses a competing proposal.
- **Develop a “Pretty Proposal” or “Standard Sales Kit”:** Whether it is a digital booklet or a one-sheet word document, create an engaging, eye-catching and easy to read sales kit or proposal.
 - *Canva.com* - Free tool to create professional-style collateral without having a designer
- **Create a Group (Event, Dining, Activity) Website Tab:** We push prospective-clients to your VSC listing, and those clients want all the answers they need in one place on your website.
- **Authentic Photos:** Update your listing on the VSC extranet to showcase authentic and up to date images of your business. Photos embedded in a proposal can help seal the deal, too.

Example

AQUARIUM & COURTYARD



Give your event the novel setting only an aquarium can offer...

Mote Aquarium is perfect for any event, from an intimate gathering amongst the sea creatures in our indoor gallery, to an outdoor reception in our covered brick Courtyard. Rental includes access to all Mote Aquarium exhibits, including a 135,000-gallon shark tank and several touch pools. Tables and chairs can be rented through the selected caterer (chosen from our [PREFERRED VENDORS](#) list).

RENTAL INFORMATION

-  Courtyard Max Capacity (400)
-  Seated Dinner Max Capacity
Aquarium (50) Courtyard (350)
-  Cocktail Style/Hour Max Capacity
Aquarium (200) Courtyard (400)
-  Hours Available: 5:30 – 11 p.m.
-  Pricing:
 - \$2250 1-75 Guests
 - \$2750 76-150 Guests
 - \$3250 151-250 Guests
 - \$3750 251-350 Guests
 - \$4250 351-400 Guests



Ask us about our
10% member discount.
Party of Six or higher
travel memberships.



Aquarium



Courtyard

MOTE Venues 1600 Ken Thompson Parkway | Sarasota, Florida [MOTE.ORG/VEUENERENTAL](https://mote.org/venue/rental)

VSC Sales Team

We do...

Advocate for all partners
Send leads and service requests to partners that best fit the specifications
Accompany on site visits, if requested, by client or partner
Offer a VSC Incentive Program that allows clients to use rebate up to \$3,750 toward transportation, group dining, wellness initiatives or room rebate

We do not...

“Sell” one partner’s proposal or business over another partners’
Send leads or requests with no thought to the specific needs of the client
Like disappointing partners or clients
Give incentives to groups who already contract with a hotel. The purpose of the program is to incentivize and help seal the deal for Sarasota County.

VSC Incentive Application and Guidelines

Incentive Levels	Incentive Options			
Peak Rooms	Offsite Group Dining/Events	Transportation	Cash Rebate	Wellness Initiative
10-35	Up to \$625	Up to \$625	NA	Up to \$625
36-60	Up to \$915	Up to \$915	\$15 Room Rebate	Up to \$915
61-85	Up to \$1,250	Up to \$1,250	\$15 Room Rebate	Up to \$1,250
86-250	Up to \$3,750	Up to \$3,750	\$15 Room Rebate	Up to \$3,750

Our Incentive for Your Sales Tool Kit

- Group must not have held a meeting in Sarasota County within last **3 years**.
- Valid for **Corporate, Association, Government, Non-Profit, Military, Education, Religious, Fraternal & Motorcoach** groups.
- Personal lifetime gatherings, festivals and carnivals are not eligible.
- Must be a registered corporation or organization with proof of W9 form
- Rooms must be booked at hotel(s) located in Sarasota County.
- Interest form must be received and acknowledged by Visit Sarasota County ***prior to hotel contract date***.
- Group must not be receiving any additional funding through Sarasota County Tourist Development Tax (TDT).

VISIT FLORIDA: Cover Your Event (CYE) Insurance

This **free program** offers coverage that will reimburse a meeting in the unlikely event of a cancellation due to a **named hurricane** during **August, September, October and November 2019 and 2020**. The premium on this insurance is at no cost to you or the organization planning the meeting.



Supplemental Hurricane Insurance

- Sub limit per insured event of **\$100,000 if 100-300 room nights; \$150,000 if 301-500 room nights; and \$200,000 if over 500 room nights** over a minimum of two nights.
- Coverage will pay for **room rate differential** and **any extra expense of rescheduling event** (i.e. reprinting of program books, signage, banners, etc.)
- Event must be rescheduled in Florida at same or nearest available venue within **12 months**.
- Offered by **Mercer Health & Benefits Administration**, LLC out of Chicago, IL.
- See full guidelines at visitflorida.com/en-us/florida-meeting-planners/cover-your-event.html

VSC Partnership Added Value

PR - Earned

Content - Owned

Host travel media and FAMs (TV, newspapers, magazines, radio, podcasts, blogs, influencers, vloggers)	Website articles, pictures and videos – Adam (acellini@visitsarasota.org) and freelancers
Build itineraries for media – Send accommodation and service requests to partners that best fit the specifications – via email from Britney (Bguertin@visitsarasota.org)	Social Media: Facebook, Instagram, Twitter, YouTube, Google Pages, TripAdvisor Profile, LinkedIn, Pinterest + Engagement & Monitor User-Generated Content
Support partners with their visiting media – meal off-property, VIP Pass, press kit, etc.	E-newsletters: Consumer, Partner and Events
Share your news with our PR agencies, incorporate you into our PR pitches, send out via media newsletter	Events and Deals – you submit; we share

PitchUs@VisitSarasota.com

Tips for working with PR and Content Team

- **Send us your news:** PitchUs@visitsarasota.com; Doesn't have to be a press release
- **Submit your events:** <https://www.visitsarasota.com/events-festivals>
- **Update your deals:** Our Facebook ad campaign promotes these nationally
- **Check your email:** Respond to PR media requests from Britney ASAP – itineraries are usually built in one day, and within 2 weeks of the visit; respond to Content requests within 24-hours
- **Extranet Contacts:** Ensure your marketing-related professional is included
- **Tag us on social:** @VisitSarasotaCounty
- **Incorporate our hashtags:** #MySarasota; #VisitSarasota
- **Utilize the partner Facebook group:** <https://www.facebook.com/groups/469468959843777/>

Ask Yourself: Can a Tourist Do this?

VSC is a Resource

[Partner Resources Webpage](#)

[Sarasota County Brand Toolkit](#)

[Media Room & Press Page](#)

[Tourism Statistics](#)