



tourism
marketing
agency

TURNING LOOKERS INTO BOOKERS



SALES PROCESS FOR ENQUIRY BASED TOURISM PRODUCTS

Beginner's guide for contacting potential customers and making that booking.



BEGINNER'S GUIDE – WHAT TO DO WHEN SOMEONE MAKES A BOOKING ENQUIRY

This has been a question that has come up a lot lately, not just from our own customers but from other tourism business owners looking for this sort of advice online.

Although some of you reading may not believe this, the amount of potential revenue I see being flushed down the drain is frightening. So many potential customers are either not being contacted at all, or they only receive one form of communication and then disregard it if the that tourism business gets no response.

The excuse I hear a lot is “I just did not have the time to contact everyone who enquires”. Let me apologise in advance if what I am about to say seems blunt but it is absolutely essential to convert the leads generated from marketing — especially during the pandemic. “Having no time” is something I can sympathise with during this chaotic time. I am a business owner myself so I understand how busy things can be, but it seems counterintuitive during this difficult time to throw away potential revenue that your business could make.

I am sure we have all been there at some stage, but take a closer look at what you do on a daily basis. Really look hard at what you do. Could you spend 1 hour less watching your favourite show on Netflix if it meant you could close a few extra bookings? You probably could. Human beings are so good at procrastinating. If you took some simple steps to rearrange your daily routine your business could

perform better in many areas.

For example, in my business I have set up some automated tools to take care of the initial stages on my sales process. I also divide my day into chunks. I look at my email between 8am-9am and then later between 4pm-5pm. I spend a few hours helping my team with our own customers and then the last few hours on my business, creating strategies, looking at new opportunities as well as writing my thoughts about the industry, including this very guide you are reading now.

I may be preaching to the converted here, but it really does help when trying to stay on top of sales leads to schedule in a section of structured activity each day, focusing on any leads generated.

Dedicating even just one hour on sales per day can make all the difference. With this beginner's guide, my hope is that it can show you how to interact with your potential customer in an automated way, with just a few in-person touch points along the way. Not only that, I have provided a basic process guide and email template outlines that you can use today.

Setting Up Email Automations

You'll need to set up the series in your email platform of choice ([MailerLite](#), [MailChimp](#), etc). While we've offered a timeline to use for follow-ups, you could choose to alter your timeline given your products/services. Once you have the series written for your destination and services, you can create the automation series in your email provider.

It is ALWAYS a good idea to test the series. Use a different email and sign up to ensure everything reads well, looks good/on-brand, and functions properly. It's easy to forget automations are running in the background, so try not to include any time-sensitive details and always remember if you have any offers/codes, etc, within the text so you don't end up making false promises.

You can also use [Zapier](#) to connect different services. Here's an example of how that works:

1. Facebook ad includes an enquiry form with basic contact details
2. When that form is submitted, Zapier adds the contact details to a Google spreadsheet, to MailerLite and emails the enquiry direct to you
3. Once MailerLite receives that information, the automation begins.

Using Zapier, and depending on how your website has been developed, you can also link your web forms through the same process.

This guide will not go through how to set up the platforms, as there are too many available, but help guides on the tools I mention above are available in my book, *Lookers into Bookers*, which you can [download for free here](#).

I would also highly recommend opening a [Calendly](#) account. For USD\$120 per year, it allows you to set up a public calendar, connected to your Google Calendar or similar, so your potential customers can book a time with you that is convenient to them. Don't worry, you can set the times you are available so that there are no 3am calls.

Let me now show you a process diagram of the absolute basics you should be implementing today.

BASIC AUTOMATED SALES ONBOARDING PROCESS



Consumer makes contact by email or Facebook form.
Always ask for a phone number as part of the form.



30 minutes after they enquire, they are sent an automated response.*

This response should contain a Calendly link so the consumer can book a time slot to speak with you or your team.

*Can be sent immediately, however this does give the consumer the impression it has been automated. Doing so a little later gives the impression you have emailed them personally.

BOOKED CALL

NO CALL BOOKED WITHIN 2 HOURS OF EMAIL BEING SENT



Chat with the customer and close that sale!



Continue the automated emails until you either speak to them or they ignore you.



Call them anyway!

NO ANSWER

THEY ANSWERED

Add to your email marketing list, segregated between those who book and those who don't.



Send a weekly inspirational email series, Offering advice and guides with soft sales links to products etc.

CONTACT FORMS

Website Forms

When it comes to website enquiry forms, you want to gather just enough information so you can do your job without creating a never ending form that will make consumers give up! You need to be precise and gather any other information during the sales call or email communications.

An example of a good enquiry form would contain the following:

Create Your Ultimate Egyptian Experience
Get in touch and Carol & Atej will be in touch to create your tailor-made trip.

First Name*	Last Name*
Email*	Phone*
Country*	Which date you looking to travel?*
For how many days?*	And your group size?*
Please tell us more about your interests and wants*	

SEND REQUEST

Let me break down my reasons for these fields...

First Name/Last Name - Never have one field for 'Full Name' as having it separated gives you more flexibility with the automated email platforms or CRM systems etc.

Email - For obvious reasons

Phone - So you can call back, but also can be used when targeting people with Facebook ads or building a look-a-like Facebook audience.

Country - Gives you an indication of where your potential customers are coming from, but also so you know what timezone they are in for phone calls.

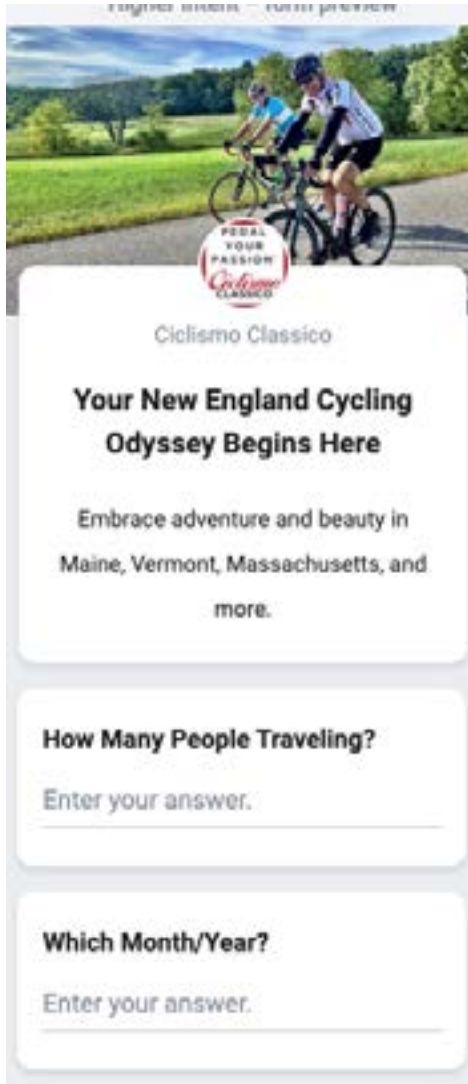
Which date are you looking to travel? - Gives you an indication of when they want to travel.

For how many days? - So you know what types of products they may be interested in, Day tours, weekend breaks or full multi-day experiences.

Please tell us more about your interests and wants - Let them tell you what they are looking for. This can provide some amazing insights when you get around to building them the ultimate experience.

Facebook Forms

In terms of Facebook forms, you are also limited to the number of fields you can put in front of the potential customer. Here is what I recommend...



The image shows a Facebook Lead Ad for Ciclismo Classico. The background is a photograph of two cyclists riding on a paved path through a green, hilly landscape under a blue sky. The ad is overlaid on the bottom half of the image. It features a circular logo with the text 'PEDAL YOUR PASSION' and 'Ciclismo CLASSICO'. Below the logo, the text reads 'Ciclismo Classico' and 'Your New England Cycling Odyssey Begins Here'. Underneath, it says 'Embrace adventure and beauty in Maine, Vermont, Massachusetts, and more.' There are three form sections: 'How Many People Traveling?' with an input field, and 'Which Month/Year?' with an input field.

Ciclismo Classico

Your New England Cycling Odyssey Begins Here

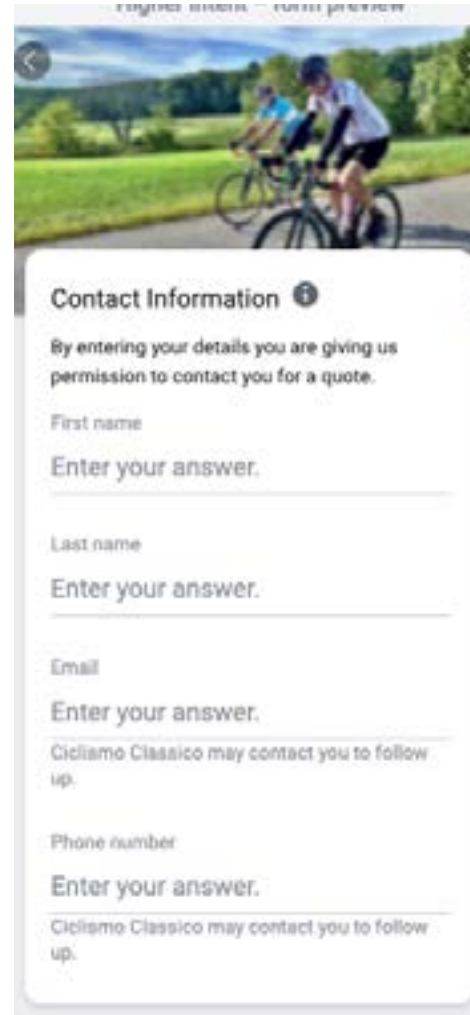
Embrace adventure and beauty in
Maine, Vermont, Massachusetts, and
more.

How Many People Traveling?

Enter your answer.

Which Month/Year?

Enter your answer.



The image shows the 'Contact Information' section of the Facebook Lead Ad. It has a title 'Contact Information' with an information icon. Below the title is a disclaimer: 'By entering your details you are giving us permission to contact you for a quote.' There are four input fields: 'First name', 'Last name', 'Email', and 'Phone number'. Each input field has the placeholder text 'Enter your answer.' Below the 'Email' and 'Phone number' fields, there is a small disclaimer: 'Ciclismo Classico may contact you to follow up.'

Contact Information ⓘ

By entering your details you are giving us permission to contact you for a quote.

First name
Enter your answer.

Last name
Enter your answer.

Email
Enter your answer.

Phone number
Enter your answer.

Ciclismo Classico may contact you to follow up.

When using Facebook Lead Ads, all entries will be collected by Facebook and stored on your Facebook business page and in your Business Manager account but you have to download them manually. This is why you MUST use a tool like [Zapier](#) to make sure these are delivered to your inbox so you don't miss any!

AUTOMATED EMAIL 1

Feel free to use these templates, and to tailor them to your own needs.

Email 1 - Sent 30 min after enquiry

Hi {firstName}

Thanks so much for your interest in [your activity and/or destination].

I'd love to hear about your upcoming travel plans and help you choose the best things to do while you're here.

You can get in touch by email, if you like, or feel free to book a complimentary chat to learn more about our tours:

calendly.com/your-link

I look forward to hearing from you soon.

Kind regards

[your name + brand]

AUTOMATED EMAIL 2

Sent 2-3 days later if no response to first email

Hi {firstName}

I hope you're well. I thought I'd get back in touch as I haven't heard back from you since my last email.

Are you still interested in [your tours and/or destination, with some fun language to intrigue and entice them]? If you are interested, but you've just been too busy, I'm more than happy to work d your schedule. Please feel free to use this calendar to book a quick call to chat about your trip: calendly.com/your-link

Over the years, we have helped countless visitors to [see the best places and enjoy the top activities in our destination]. To inspire your trip planning, I've included some links below that might be of interest to you:

- 1) [Here's a link to a travel guide to help you plan a trip to our destination.]
- 2) Follow us on [Facebook/Instagram](#) for real-time updates to get you excited about visiting [your destination]!
- 3) [Our blog](#) also shares lots of helpful tips, insider secrets, and our top recommendations so you can get excited about your upcoming vacation. You can check it all out here.

We hope all our tips and insights help inspire your trip planning. If you're still trying to figure out what to do and where to go, book a free chat and we'd be happy to help: calendly.com/your-link

Kind regards

[your name + brand]

AUTOMATED EMAIL 3

Sent 2-3 days later if no response to second email

Hi {firstName}

I'm sorry we haven't been able to connect; I know how hectic things can get at work and with family. But we don't want you to miss out on [your tours] — booking early is key!

To avoid disappointment, please feel free to use this link to book a time that suits you:

calendly.com/your-link

Looking forward to chatting about [your destination]!

Kind regards

[your name + brand]

AUTOMATED EMAIL 4

Sent 2-3 days later if no response to third email

Hi {firstName}

I've tried to reach you a few times, but I haven't heard back. This tells me one of three things:

1. You had to cancel your vacation plans (the worst news!)
2. You're using a different tour company (we'll just be over here crying)
3. You're still interested but haven't had the time to get back to me yet.

If it's option 1 or 2, that's totally fine. If it's option 3, then let's just arrange a quick call and you can start getting excited about your travel plans!

calendly.com/your-link

Kind regards

[your name + brand]

AUTOMATED EMAIL 5

Sent 2-3 days later if no response to forth email

Hi {firstName}

I've not heard from you in a while and I don't want to bother you by sending too many emails. If you just need one last nudge to finally start your trip planning to [your destination], how about a [special discount offer or little bonus, like a glass of champagne or a little token to take home]?

If that can't convince you, no worries. You can always reach out to us when it's the right time for you.

Kind regards

[your name + brand]

AUTOMATED EMAIL 6

Sent 30 days later if no response to fifth email

Hi {firstName}

I hope you're well.

It has been over a month since I last got in touch about [your destination and/or tours] and was wondering how your trip planning is going? Have you managed to get everything organized on your own? I would hate to see that a month had gone by and you were still in the same place as when you first enquired about [our fun tours].

We'd love to show you the top spots and share our local expertise when you visit. If there's any way we can make your trip even better, please do get in touch! [Here's a link](#) to book a free chat.

If there's one thing we know, it's that getting excited for an upcoming adventure is almost as much fun as actually being there! So go ahead and give yourself a few minutes to get excited and start planning.

Kind regards

[your name + brand]

After this, close the lead completely but add them to your regular email list for blogs, updates, etc.

You can download all these templates [here](#).

DAILY SALES LEAD TASK

(5 MINS PER DAY)

Spend 5 minutes a day for 5 days to set up the automated sales emails and then sit back and watch the whole process work for you.

- Day 1: Either set up your enquiry form(s) on your website or tweak the forms to make sure you are asking the right questions.
- Day 2: Add the automated emails to your platform of choice and test this using your own email. Remember to update to make the information relevant to your business.
- Day 3: If using Facebook ads, create your ads and Facebook form, asking the right questions.
- Day 4: Using Zapier, connect your website form(s) and Facebook forms to your email platform and test that this works.*
- Day 5: Launch the automated sales process and be ready to interact with your potential customer at key stages.

*Guides on how to set up Zapier, and other platforms are widely available online, or [take a look at my book](#) which has some step-by-step guides.

The above is a basic process and you may have more complicated systems, but hope it inspires you to take a good look at your sales process and make it more efficient. I would never go for a full automated process as you do need that human interaction, but what I propose in this guide will help make the process easier with a little upfront work.

“Thank you to Chris and his team at TMA for a very successful marketing campaign. They were patient and very understanding every step of the way.

We are delighted with the results and the excellent value for money on our investment. Highly recommend.”

Seanie Power - Irish Experience Tours



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