

Perfecting Your Pitch - One Pager/Business Profile

Before You Begin

- The objective of the one pager/business profile is to provide product/service information to the travel trade so they understand **how** to work with you as a third-party seller; it is not so much a sales piece as it is a how to piece.
- **Restated, your one pager/business profile must speak to the travel trade buyer, not the consumer.** The copy is written for 'third-party businesses' that are promoting and reselling your product/service in order to send you visitors. They must understand how to do that through what you communicate on your one pager.
- Travel trade business comes in the form of FIT; Group; and special custom events for DMCs and incentive tour operators (MICE). **Know the visitor types you want and then share how you can service them effectively.**
- Present how you can and will accommodate working with **FIT, GROUP and/or DMC event visitor** types with relevant products, services and programs.
- Speak in terms of these travel trade client types and not your local clientele types.
- Travel trade do not have the same knowledge as a local group may have, so provide additional details and information.

Content

*A one pager is not necessarily 'one page.' It might be longer than one page but should be concise information and a targeted message for the 'third-party' seller of your products/services. It should be **exactly what you provide in services and how you work together** business to business (B2B).*

Your one pager should be created with **sections** that answer common questions related to what you are selling:

- **Title** your document so the reader knows what the document is, i.e., Group tour business profile, FIT one pager, etc.
- **Who** are you as a business/owner? Provide a background or 'About Us' effectively describing your business. Does it depict your unique selling proposition or any advantages over other similar businesses?
- **Why** should a visitor choose you? **Why** should the travel trade want to work with you and why are you unique?
 - *Put what you sell/offer up front in one clear sentence, so it is established immediately and encourages the reader to read further. Give them a reason to be excited.*
- Available products should be provided in a **grid format** with details on when, price, description, etc.
 - **What** products and services do you offer for sale, service or promotion?
 - **When** is the product/service available? (Include blackout dates - when you need business is just as important as when you don't.)
 - **How much** are your products and services? Explain what extras, options and upgrades cost.
- **Where** is your business located? **Where** do your activities take place? **Where** is the pickup/drop off? **Where** are the nearby modes of travel to get to your location? **Make sure your location is evident at the top of your first page.** Travel Trade are selling multiple destinations and want quick access to where you can fit in an itinerary.
- Travel trade start with where you are located: your neighborhood, city, territory, region, state, country. You may even include "why your destination" before describing your service/product or business.
 - **Use maps...** zoomed in and from afar to showcase your location. Visitors are on an itinerary and need to anticipate how to travel through your area. (Map tools allow you to customize)

- **Where** might clients travel before or after?
 - **'List or showcase' your partners and/or proximity to nearby attractions and what's nearby** so the travel trade can include relevant product/service in their itineraries in unison.
- **Who** is the contact person to facilitate business development questions and inquiries? I.e., Group, FIT, MICE, reservations, custom experiences contact. Include your URL, direct phone and email.
 - Do you have one team member for groups or events and a different person for FIT? List everyone, clearly defining their position and how they can help the travel trade. Travel trade is a relationship-building industry in which the **travel trade buyer builds trust in your ability to service their clients.**
 - It is recommended to associate a name with your contact info, not an info@ email or general number.
- **How** do you work together? This is the most critical part of your document. See above point about how visitors arrive and walk them through the items that are important for each segment of visitor.
 - FIT: 'NET rate agreements are available;' free-sell or reservation requirements, voucher acceptance, etc.
 - Group: 'Please inquire for date availability;' mention group minimums, maximums, items of relevance, motorcoach parking availability, etc.
 - DMC or Incentive group: 'Please call to discuss custom experiences with [contact person name] at [direct phone number]. Give sample custom group options; flaunt your flexibility and expertise to create the fabulous.
 - Note intricacies that a third party should be aware of and communicate to their customers.
 - Suggest seasons, times of the day/week, lower rate/off-peak times, etc., that are important to know.
- *A picture is worth a thousand words.* Include eye-catching photos that showcase your product or service on your one pager/business profile and email correspondences. Case studies prove that emails that include a picture create an increased possibility of people visiting your website.

If your document can fulfill the above, then you have done an excellent job of creating your one pager/business profile.

Formatting and Editing

- Formatting and editing are done last! First steps are to gather all the information above in a Word document. A specially designed glossy document is not the objective. *Content is king* and a Word document is your best bet so it can be edited and updated as you learn more about what the travel trade is looking for as they inquire.
- Once you have gathered all your pertinent information, create labeled sections. You can then format it with matching headings, highlighting, bold, sized and color fonts.
 - *Sections that answer the questions draw the eye to the information that the travel trade are looking for.*
- Your one pager is your 'first impression.' Pay attention to grammar, typos, page numbers and consistency.
 - *If the promotional marketing of your company is professional, well-organized, and targeted to their needs, a prospective travel trade client will likely conclude that the execution of your services will be the same.*
 - E-mailable Word documents/PDFs get shared within travel trade offices. Content gets clipped and pasted for brochures, websites, promotional flyers and proposals.
- You may have several one pagers/business profiles; one for FITs and one for Groups and even a third for custom experiences (DMCs). It depends on the nature of your business and the markets you pursue.