

Working Smart & Preparation in Perfecting Your Pitch One Pager/Business Profile Worksheet

Who

Begin with a compelling paragraph about you/your business! Who are you as a company and what makes you unique? Provide a feeling, background, description, evolution, story, about your business.

Why

The reasons why travel trade buyers should want to work with you; your competitive advantage and how you differ from similar businesses. Why should the Travel Trade want to buy/sell your products/services?

When

Exactly when are the products/services available? Aside from providing accurate details for the trade to resell your product or service, this is an opportunity to be clear about periods/seasons you want and need business. When are your peak periods where rates may be higher?

Click or tap here to enter text.

Where

Where is your business location(s) with proximity to landmarks, public transportation, other boroughs, and neighborhoods, etc. Where are your products/services available? How do visitors arrive? How accessible are you? Where are you in relation to other popular destinations? What is nearby to pair your product/service with? Maps tell a great story; use them to showcase the benefits of booking you.

Click or tap here to enter text.

What

Describe and give details about what product/service you provide. Use an easy grid format and be specific with details. Even if you have custom offerings provide sample product/services with pricing.

Click or tap here to enter text.

How

How does the travel trade work with you as a 3rd party seller for FIT, Group and (MICE) custom experiences? Note any intricacies that a 3rd-party reseller should be aware of and communicate to their customers or know to be able to book/sell you. i.e. technology, operational details, payment details, etc.

1. FIT

Click or tap here to enter text.

2. Group

Click or tap here to enter text.

3. DMC

Click or tap here to enter text.

Sustainable Development Goals and Assets

Describe and provide examples of how your product/service aligns with the [United Nations' 17 Sustainable Development Goals \(SDGs\)](#). Highlight any eco-friendly initiatives or certifications that prove your commitment to sustainability. For travel trade, make sure to include verifiable sustainable efforts, as these are increasingly important. When applicable, give specific examples of sustainable practices or assets for event business and other offerings.

Click or tap here to enter text.