OFFICE BASED: *SELLING GLOBALLY*

Presenter: Larry Jacobson

I. FORGING SUCCESSFULLY PARTNERSHIPS

a) Understanding your client's culture

b) Make your sales reps and company executives accessible to your clients

c) Understanding your role as a preferred vendor

d) Sharing ideas/make recommendations

II. CONSTISTENCY

a) Differentiator vs. Low Cost Leader?

b) Technology

c) Driver etiquette

d) Affiliates

e) Billing

III. COMMUNICATION

a) Provide monthly reports to your clients

b) Conduct quarterly meetings and visitations with your clients

c) Incident reports

d) Monthly newsletter; sharing information with your clients

What You'll Learn That Will Make/Save Money:

1. How to forge successful partnerships with your travel managers and clients
2. The importance of consistently interacting with your travel managers and clients
3. How to properly communicate and meet the needs of your travel managers and clients