

**Discover the 3 'Hidden' Mistakes
Tour Operators and Suppliers
Make that Inhibit Their Business and
How to Transform Them into Areas of
Distinction**

PART 1

Norm Hull
Norm Hull & Associates

January 18, 2018

Doing Business





Let's Talk About A Few Myths



Starting Place

Price

Customer Service

Experience

Referral

Abundance

‘the Experience’

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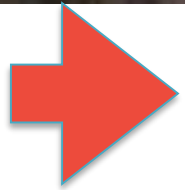
What is the Experience you Create for Clients?





TRANSFORMATIONS

‘the Experience’



Transformation *from* the experience

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Physical



Emotional





Knowledge

Spiritual

Culinary

Multiple Transformations

One Focus



Distinction

**Experience
BEFORE**

**Transformation
AFTER**



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My Wisdom

What I know about: _____



What I know about groups:

- There are extroverts & introverts in the audience
- There is resistance to change
- May have heard similar info so need a fresh spin
- Not all decision-makers are in the room

What I know about groups:

There are extroverts & introverts in the audience

Apply: Address different styles, start with low risk and let others shine.

There is resistance to change

Apply: Acknowledge their past success, and provide solutions to their perceived obstacles.

May have heard similar info so need a fresh spin

Apply: Make sure I highlight the differences

The _____ our _____!

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FOMO





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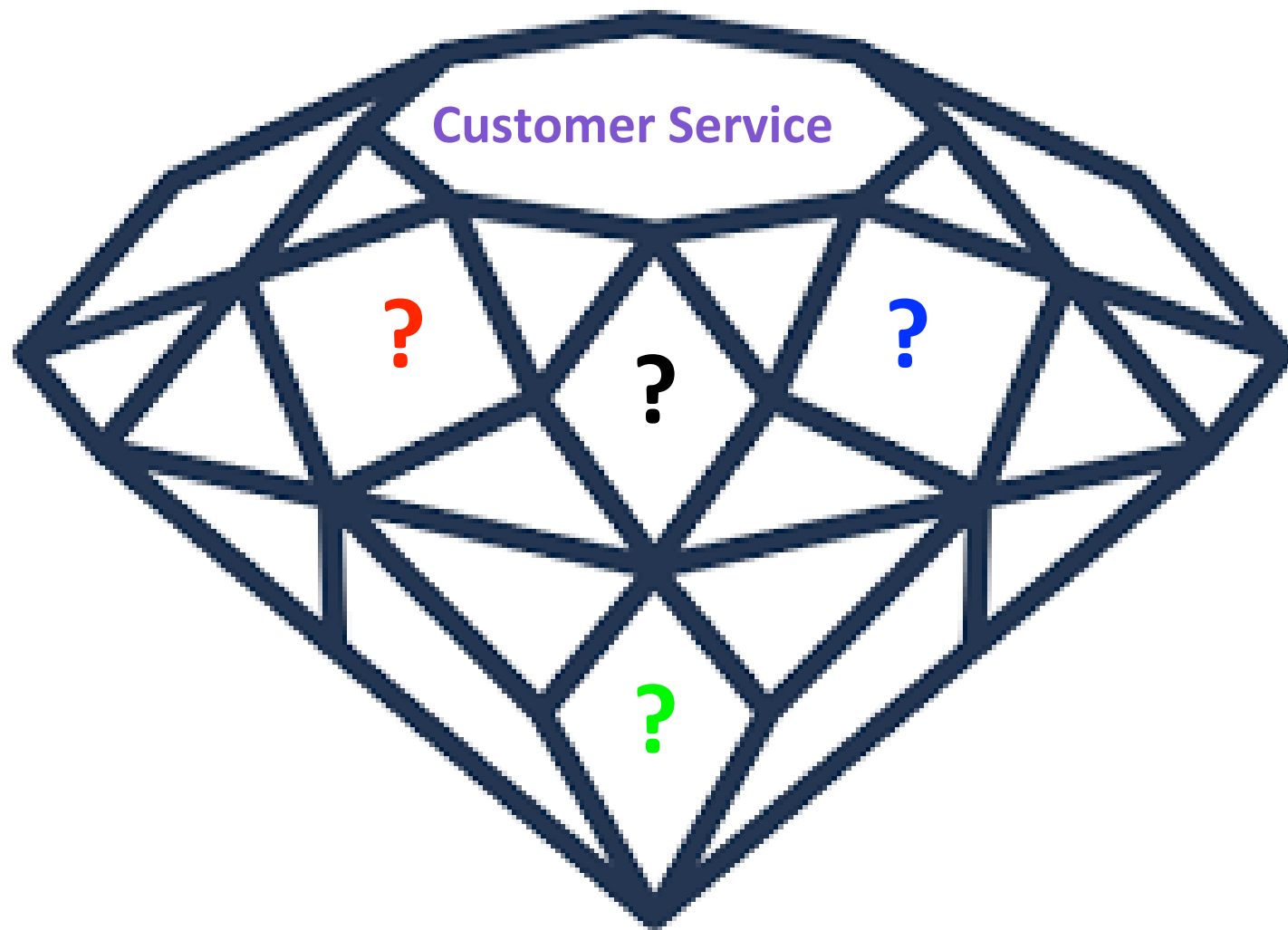
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PART 2

Norm Hull
Norm Hull & Associates

January 19, 2018



Expanding Client Community

List common interests for a selected market: Incentive Groups

1. Networking with high performers in non-competing industries.
2. How to include your family in attaining sales success.
3. How to turn off your selling instincts.
4. How to play well with others in a non-competitive manner.
5. Who would be a dream mentor to interview?
6. The experience high performers wished was offered.
- 7
- 8
- 9

Expanding Client Community

List common interests and issues for a selected market: _____

1

2

3

4

5

6

7

8

9

Nurturing your Community

Video Report/Interview:

3 leaders in the industry share their wisdom on XXXX

Article:

The 5 Qualities every college coaches look for when recruiting.

Resource guide:

Creating great partnerships with local band directors in 3 easy steps.

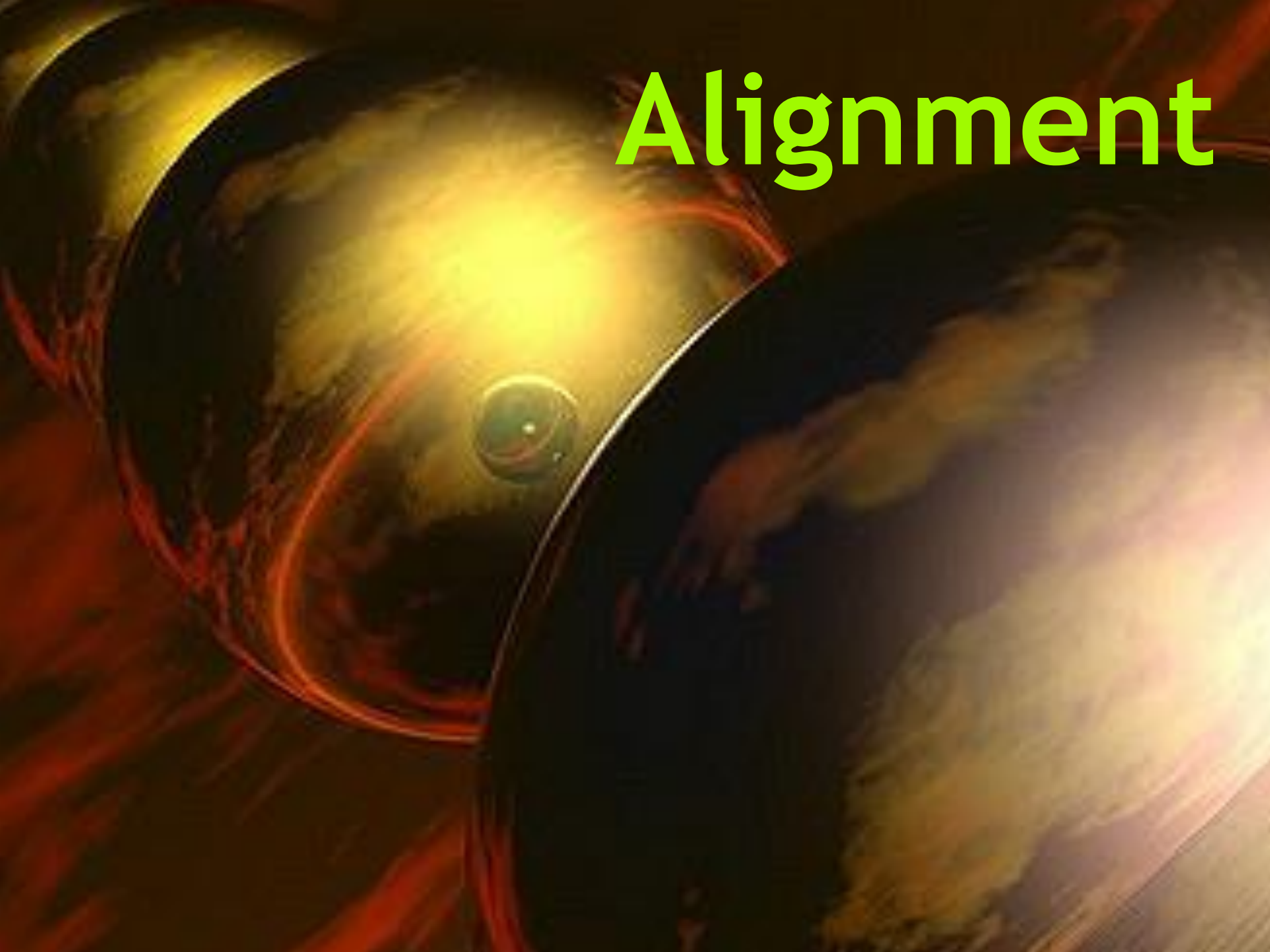
Anchors

Super Bowl ring

Starbucks cup

AA Chip

Alignment



Review

Transformations: Enhance the experience

Knowledge: Showcase what you know

Community: Provide value

anchors: Leave them with something

FOMO: Sometimes you don't get it until you don't get it



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