MARKETPLACE BUYER CHECKLIST

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization’s product and/or service will help you effectively communicate during your seven-minute appointments.

☐ A minimum supply of 300 business cards.
☐ A minimum supply of 200 profile sheets.
☐ Understand your company’s product positioning and customer base.
☐ Be knowledgeable about your business mix and the types of tours operated, e.g., retail, pre-formed student, adult, and special interest.
☐ Bring an example of catalogue itineraries, promotional flyers, etc.
☐ Define your goals for attending Marketplace.
☐ Know the future business opportunities under consideration, e.g., new destinations, new market segments, special interest tours.
☐ Be knowledgeable about your tour production for each destination served and the attractions, restaurants, lodging and receptive services used in the tour program.
☐ Have a listing of key company contacts for tour planning/purchasing and their responsibility, e.g., retail, charter, geographic regions.
☐ Review your company’s profile information and know what information you need to bring back from Marketplace.
☐ Review and update your company’s profile information on-line.
☐ Be in your booth for appointments.
☐ Attend Marketplace education seminars to assist in business and personal development and growth.
☐ Be prepared for appointments that you did not request.
☐ Remember to schedule your breaks during appointments scheduling. When at Marketplace, use your breaks to take a walk, go to the restroom or grab a snack. Just be sure to place your Official Break card on your table when you leave.