

ABA'S MARKETPLACE 2020

RESEARCH DATABASE TIPS

RESEARCH YOUR PROSPECTS

- Access Your Marketplace Passport.
- Select Research Database on left menu bar.
- Select desired criteria.
- Click SUBMIT. You now have several options:
 - Click PRINT for a print out of the search results. You have the option to name your print out.
 - Click on the NAME OF THE COMPANY to display the company's profile.
 - Click the VIEW ALL PROFILES button to display detailed information on all companies matching your search criteria.
 - Click NEW SEARCH at the bottom of the Appointment Request Entry Page to begin again.

TIPS ON RESEARCHING PROSPECTS

- Broaden or narrow your search criteria to develop your prospect list.
- Remember the 80/20 rule: 80% of your visitors come from 20% of your feeder area.
- Review the websites of companies that interest you to get more information on their current tour product.
- Select multiple criteria by holding the Ctrl key down while clicking.
- Companies must meet all criteria in order to be displayed.
- Incomplete profiles may affect search results.
- For a list of all companies attending Marketplace, press SUBMIT with no criteria chosen.

PROFILE PRINTING & EXPORTING OPTIONS

Print Profiles directly from the database.

Open Profile in MS-Word to make notes directly on the profile sheet(s).

QUALIFICATIONS FOR BUYERS

A Qualified Buyer is an established for profit organization that arranges tours/charters for the company they are representing. In order to attend ABA Marketplace as Buyers, the organization must meet the following criteria:

- Is scheduling trips and purchasing travel products out of their business area.
- Has the ability to provide new business/customer base to ABA travel and equipment industry members.
- Makes buying decisions on travel and business components such as food and lodging for groups.
- Representative attending Marketplace actually develops/plans the tours/charters or operates a tour or motorcoach company.
- Annually produces a min. of 24 tour or charter itineraries.
- Has been in business for at least 2 years.
- Must submit a brief company history as well as a company profile including a list of the organizations the company belongs to and tour itineraries.

- Must submit their Federal ID # and copies of their errors and omissions insurance (minimum \$1 million) or, if a motorcoach company, its federal motor carrier number.
- Is a reputable firm with a knowledgeable staff that suppliers work with on a regular basis.

YOUR GOAL SHOULD BE TO FIND THE "VALUE PROPOSITION" FOR THE OPERATOR

Remember the 80/20 rule: 80% of your visitors come from 20% of your feeder areas.

Go after a targeted group of prospects based on your search findings. The number of appointments you schedule is not your primary objective. It is better to have 2 great opportunities than 20 okay prospects.

Finally, look up the website of specific companies that you are interested in to get more information on their current tour product.

SELLERS

Profile forms for all companies attending Marketplace are available online through your Marketplace Passport. Using the interactive Motorcoach and Tour Operator database will help you determine which companies meet your criteria; these will be the profiles you want to research.

In using the database, popular searches are by: Tour Destinations, Marketing Activities, Operator Size, Customer Base, and Facilities Used.

Remember when searching the profile database, the more criteria you select, the smaller the results of your search will be.

You may want to start with your ideal group. Choose your city as a top destination, the type of market you would prefer to cater too, or search for operators who use your type of facility in their tours. Your search may result in only a few companies, but these will be your top priority prospects when requesting your appointments.

Keep in mind that the data is only as good as the information supplied by the operators when completing their ABA membership profile form. Some information may be incomplete. If your first, most specific searches result with nothing, keep trying by broadening your search criteria

BUYERS

Profile forms for all companies attending Marketplace are available online through your Marketplace Passport. Using the interactive Seller database will help you determine which companies meet your criteria; these will be the profiles you want to research.

In using the database, popular searches are by: Seller Location, Supplier Services.

Remember when searching the profile database, the more criteria you select, the smaller the results of your search will be.

Keep in mind that the data is only as good as the information supplied by the travel industry members when completing their ABA membership profile form. Some information may be incomplete. If your first, most specific searches result with nothing, keep trying by broadening your search criteria.