

RESEARCH TIP SHEET

LOG INTO YOUR MARKETPLACE PASSPORT FOR RESEARCH DATABASES

RESEARCH YOURSELF

Before you research buyers and/or sellers research yourself! Review your online profile.

- Are your Marketplace and membership profiles completed? Select “Organization Profile” and “Membership Profile”.
- Have you uploaded your marketing materials? Select “Upload Profile Resources”.

Your online profile is your virtual business card. The information is used during the appointment request process including making “recommended matches”.

Based on your answers to the following, the system will suggest certain companies that best meet your needs or product:

- Location
- Tour or Business Product
- Niche Groups
- Demographics

RESEARCH YOUR PROSPECTS

Access Your Marketplace Passport. Select Buyers or Sellers on left menu bar under Research Databases.

Select Search. In the search pop up you can search by:

- Other Filters
- Company Name
- Person First Name
- Person Last Name
- City

- Country
- State/Province
- Profile
 - Registration Type
 - Registration Specifics

Click on the Registration Type and select a type. The marketing search fields will then be displayed and are selectable.

For example: In the Buyer database, select *Tour Operator* under the registration type. Then select the country, and then state/province of their tour destinations under the tour destinations search.

- Click on Reset in the search menu to start a new search.
- Click on the social media icons to view company’s social media accounts.
- Click on boxes in the front of each company to print multiple profiles.
- Click on the Heart Icon to mark as favorite.
- Click on the company name to view entire profile.

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.

Companies must meet all criteria to be displayed. Incomplete profiles may affect search results.

PROFILE PRINTING & EXPORTING OPTIONS

Print Profiles directly from the database. Click the add note icon 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. To attend ABA Marketplace as Buyers, the organization must meet the following criteria:

- Are 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 develops/plans the tours or operates a tour or motorcoach company
- Annually produces a minimum of 24 tour 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

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.

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 to, 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. Your goal should be to find the “value proposition” for the operator.

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.

