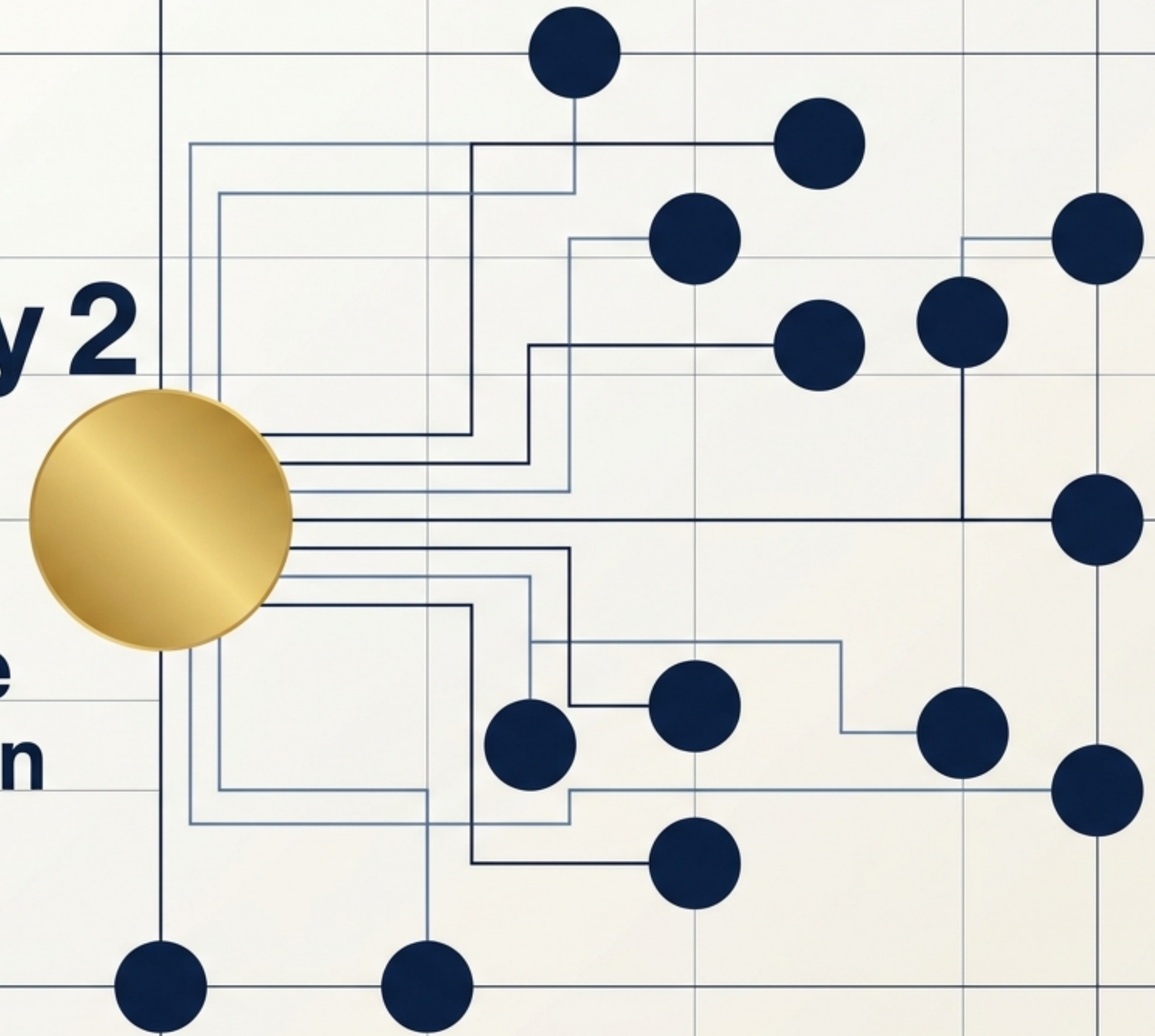
USAEV Core Travel Sales Academy: Day 2

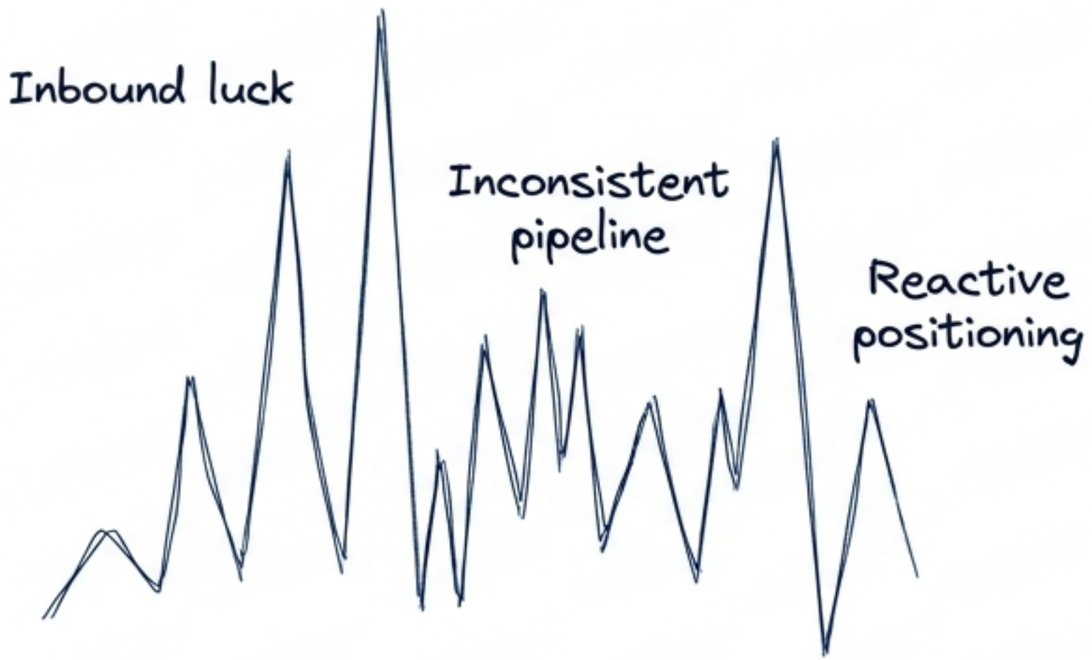
Prospecting and Book of Business

Building a repeatable prospecting system in Travel Dakdan GoHighLevel.

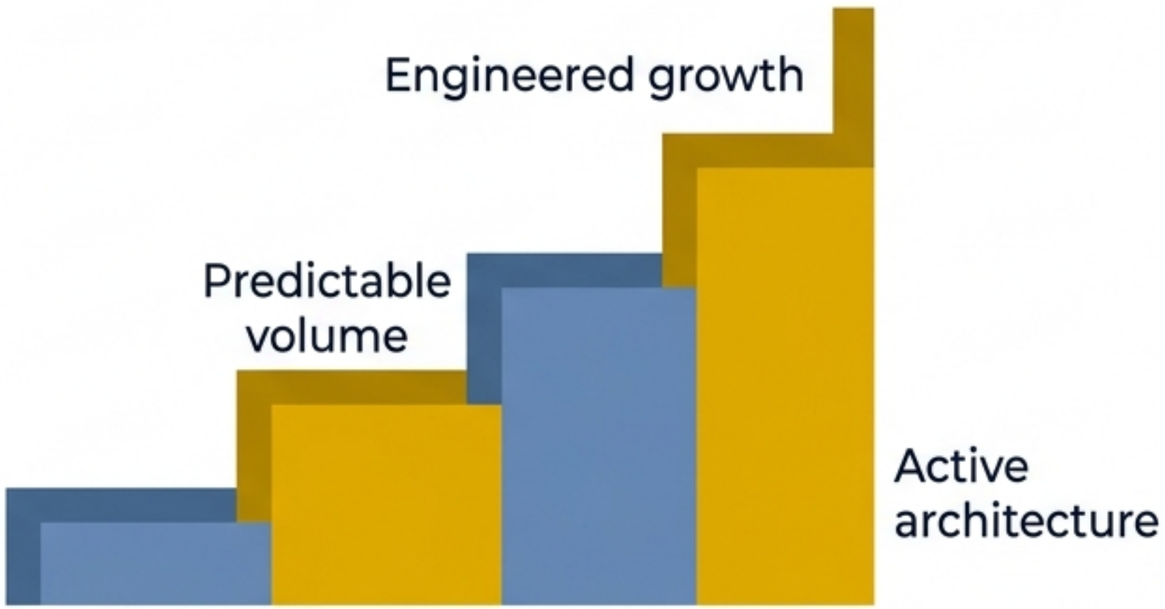


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Order Taking: Hopeful Networking



System Building: Repeatable Prospecting System



The Day 2 Mindset Shift

You are transitioning from a certified apprentice to an active sales professional. Your goal today is not to "hustle" for a single booking, but to engineer the architecture of a sustainable book of business.

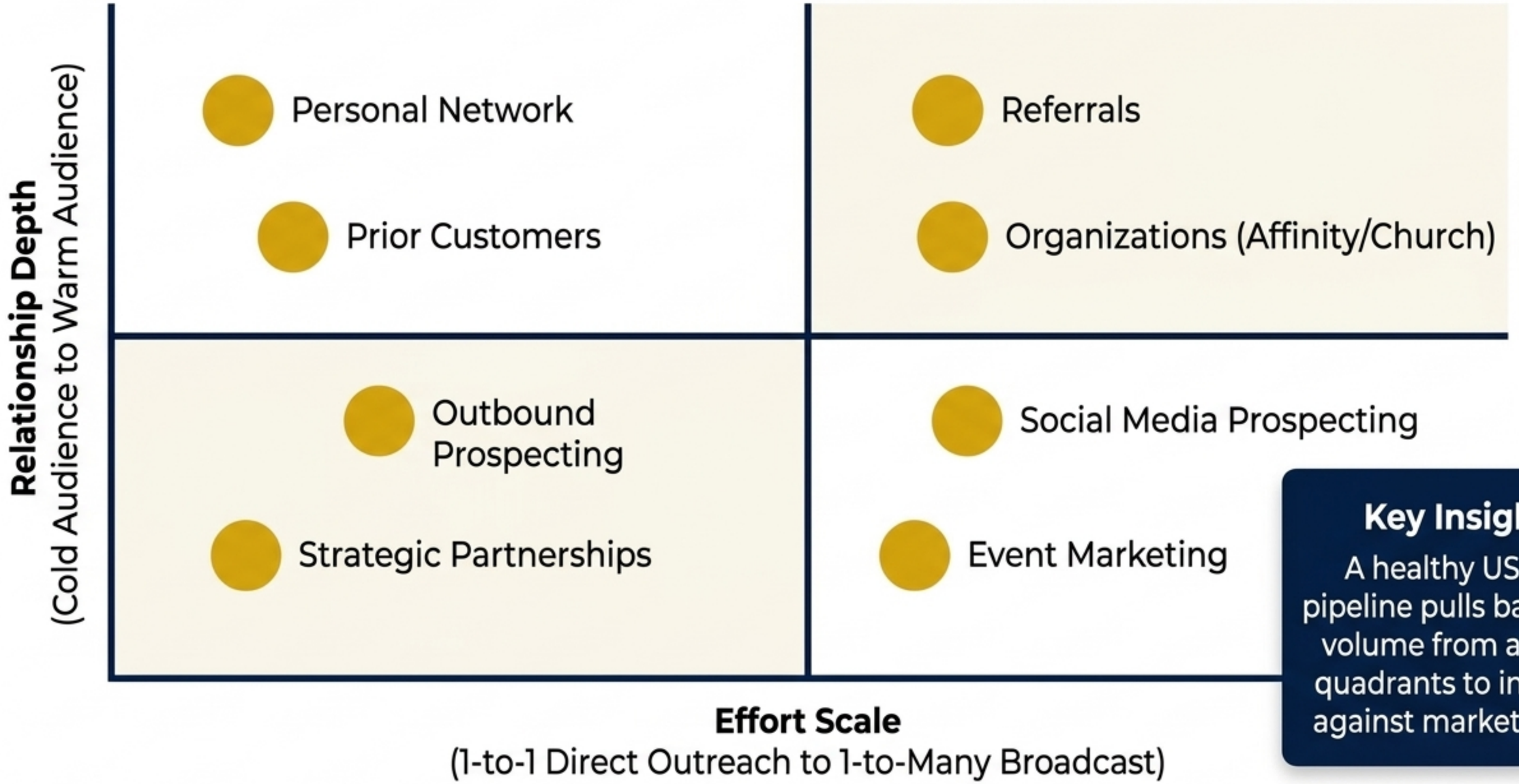
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The Phase 2 Blueprint for Revenue Readiness.

Gemini Notebook

The 8-Channel Prospecting Matrix

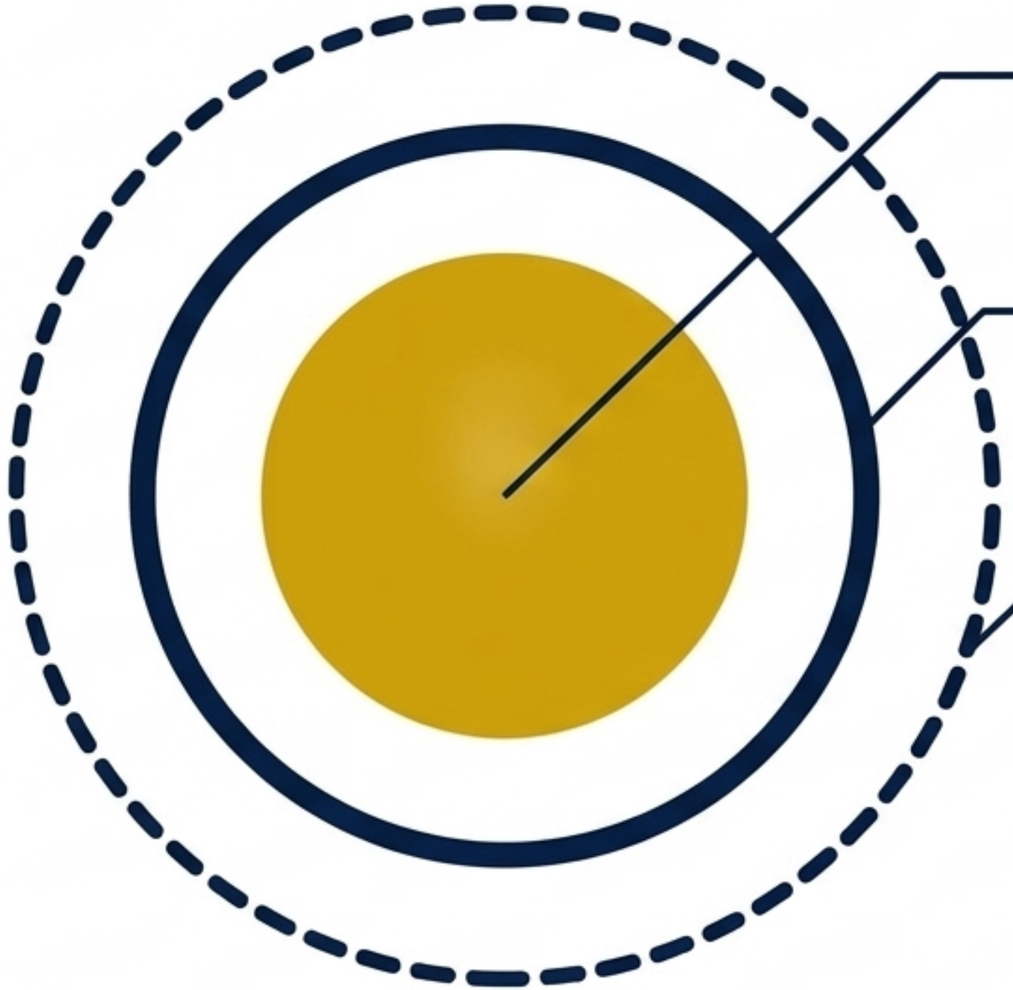


Key Insight:

A healthy USAEV pipeline pulls balanced volume from all four quadrants to insulate against market shifts.

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Harvesting the Inner Circle



Immediate Network
Personal contacts, family, close colleagues. High trust, rapid qualification.

Prior Customers
Re-engaging past travelers for repeat trips (reactivation).

Acquaintances
Extended professional networks.

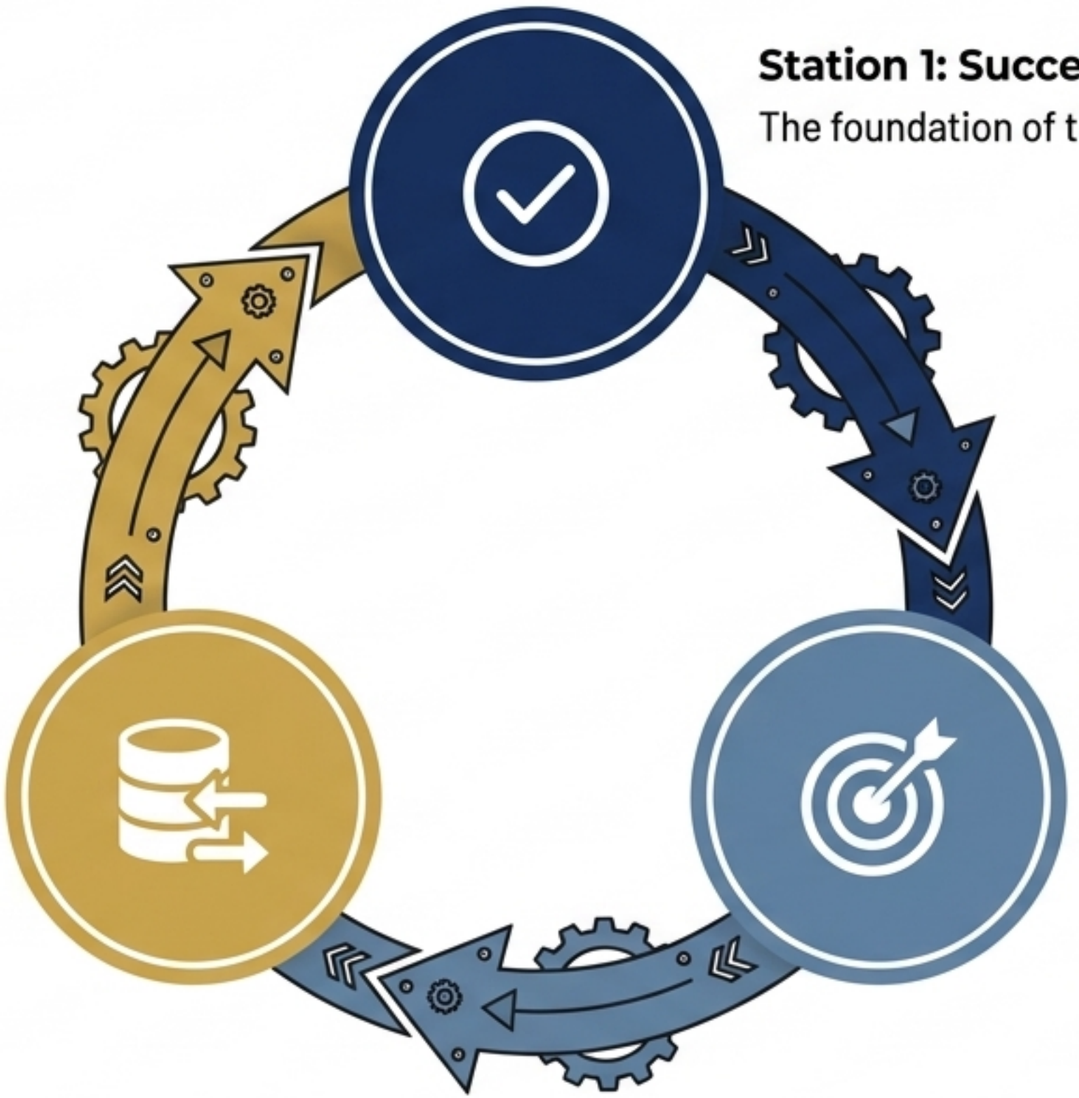
USAEV Compliance Standard

You must build a personal prospect database without mixing personal contacts with restricted sources. Never Never import unauthorized, unverified, or restricted lists into your inner circle outreach.

The Phase 2 Blueprint for Revenue Readiness.

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The USAEV Referral Engine: Specificity drives conversion.



Station 1: Successful Service Delivery

The foundation of the ask.

Station 2: The Precision Ask

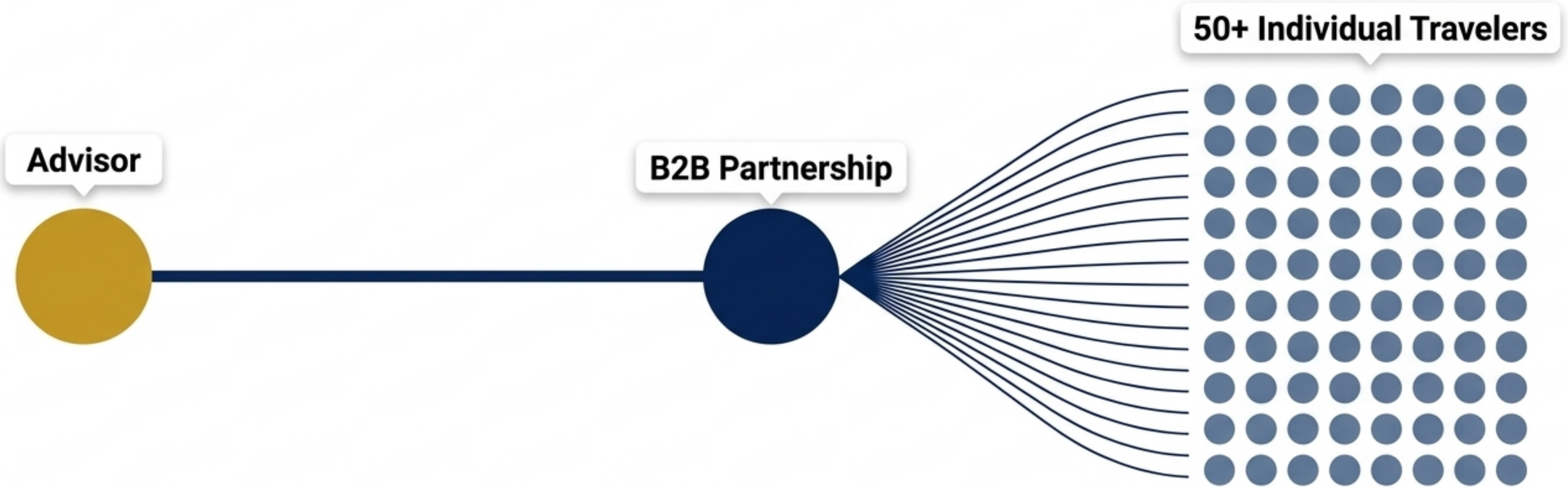
Do not ask “Do you know anyone who wants to travel?” Ask for 1-2 specific contacts related to the exact specialty they just experienced (e.g., “Do you know another pastor planning a church retreat?”).

Station 3: CRM Reactivation

Logging the new prospect as a referral source linked to the original client in Travel Dakdan.

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Strategic Leverage: Organizational Partnerships



Panel 1: The B2B Multiplier

One successful organizational relationship (Event Marketing or Partnership) grants trusted access to dozens of individual prospects simultaneously.

Panel 2: Primary Targets

Corporations (Retreats), **Nonprofits/Churches** (Faith/Mission), **Sports Organizations** (Team Charter/Esports).

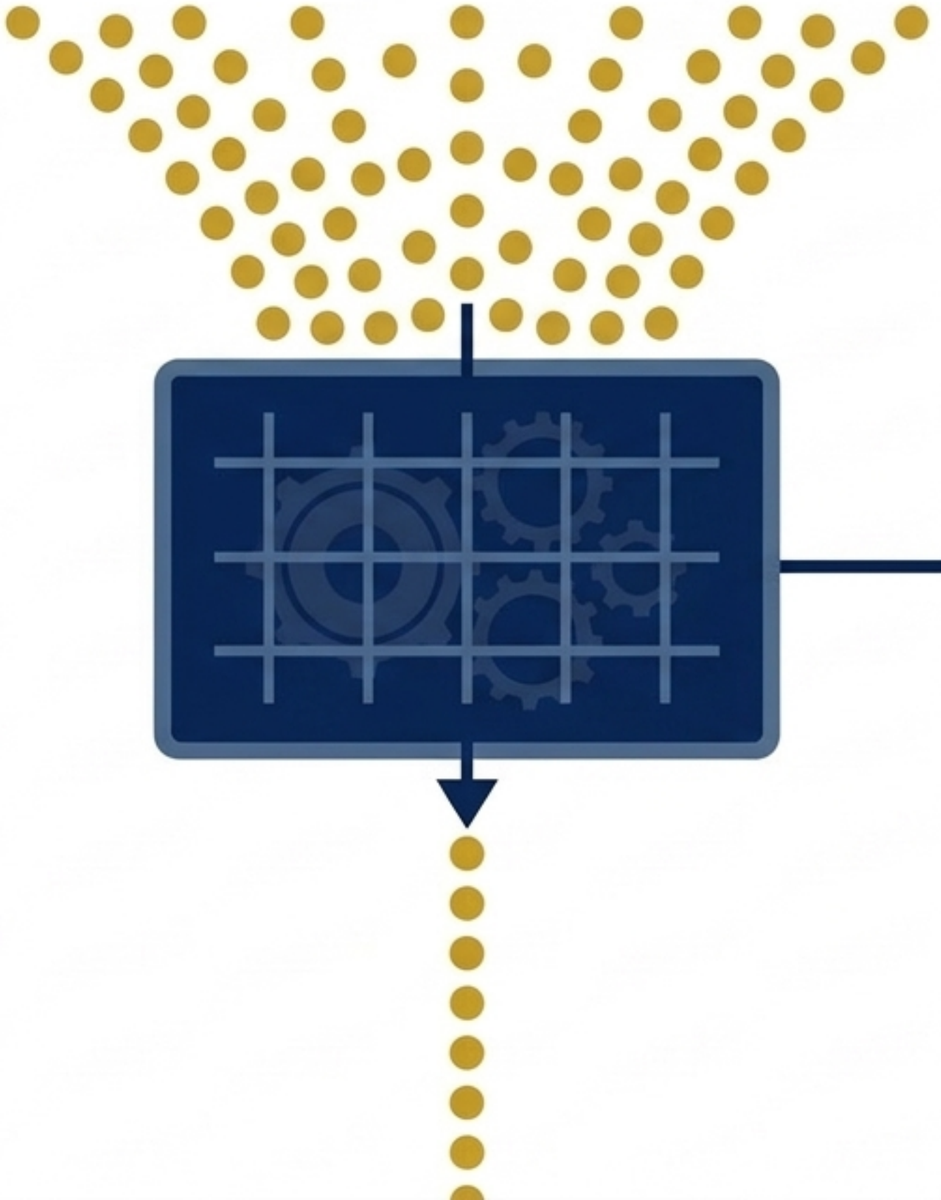
Takeaway: Sell to organizations rather than only individuals to scale Gross Travel Value rapidly

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Digital Outreach & Compliance

The Strategy:

Use social media and outbound
outbound prospecting to position yourself as an authority in specific USAEV vertical specialties (e.g., Dream Spas, Ride Fear Free, Zoo Media).



The Verification Grid / Compliance

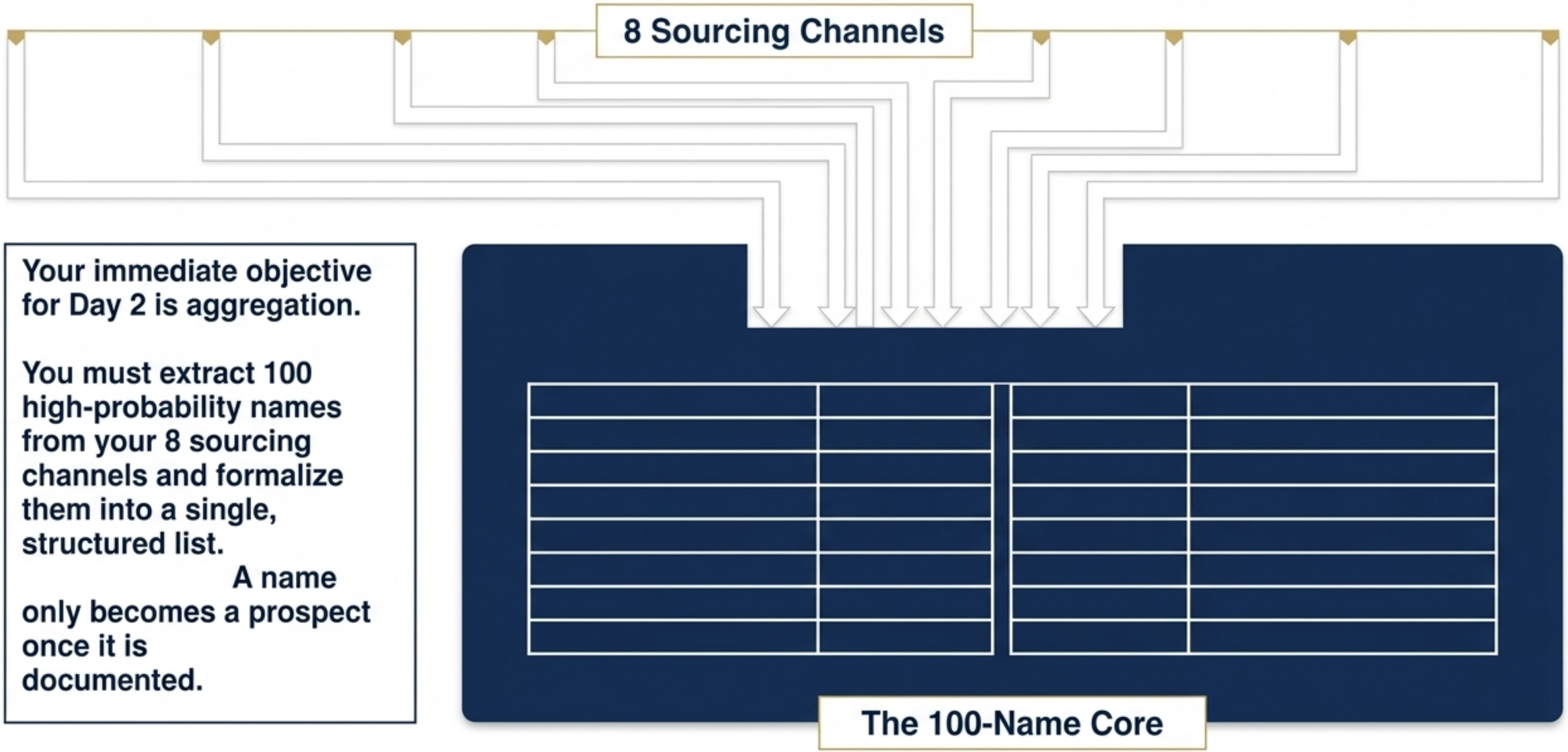
Rule 1: Do not invent supplier relationships or unauthorized affiliations.

Rule 2: Do not promise guaranteed inventory, pricing, or safety.

Rule 3: Establish authority through verified destination knowledge and coordination expertise, not unsupported claims.

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Refining the Fuel: The 100-Name Challenge



Your immediate objective for Day 2 is aggregation.

You must extract 100 high-probability names from your 8 sourcing channels and formalize them into a single, structured list.

A name only becomes a prospect once it is documented.

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Customer Segmentation Framework

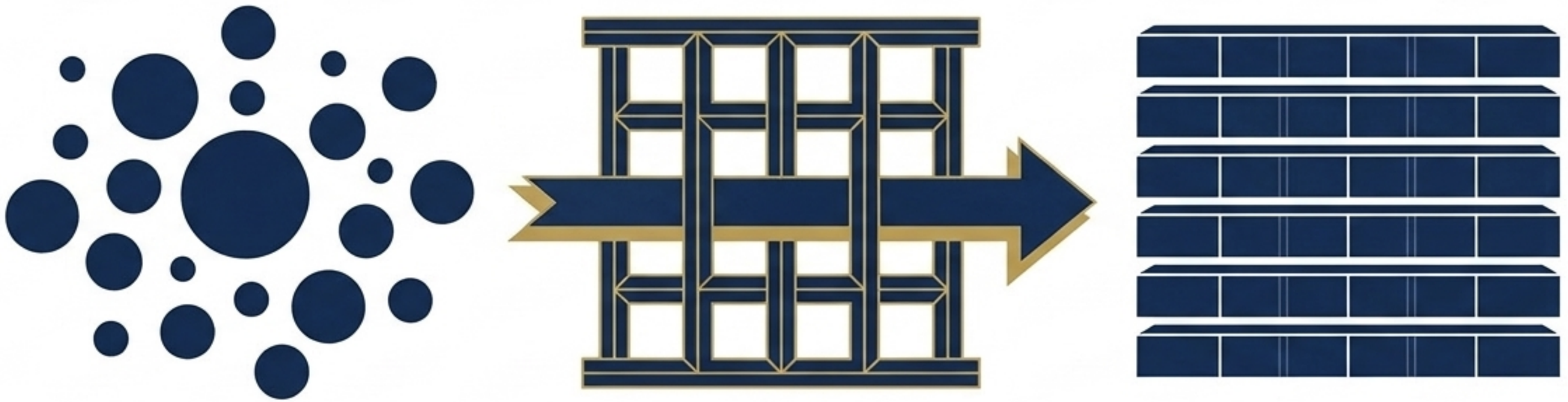
Prospect Persona	Buying Trigger	USAEV Specialty Match
Corporate Executive	Incentive / Retreat	Corporate & Group Travel / Dream Spas
Church Leader	Ministry / Pilgrimage	Grow Ministry Faith-Based / Missionary Travel
Wildlife/Photography Enthusiast	Conservation / Adventure	Zoo Media Safari / Aquatic Adventures
Amateur Athletic Coach	Tournament / Logistics	Sports Media Team Charter / Esports

Segmenting your 100 names dictates the exact discovery questions you will use in Day 3.

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Systematize: Travel Dakdan GoHighLevel

The 100-Name list is useless on paper. Travel Dakdan is your **revenue operating system**. It separates the erratic noise of manual follow-up from the **quiet precision** of an engineered sales pipeline.



1. Contact Hygiene
Consent, Source, Segmentation.

2. Opportunity Logic
Moving leads through distinct stages.

3. Automated Nurture
Tasks, reminders, follow-up sequences.

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The USAEV Pipeline Architecture

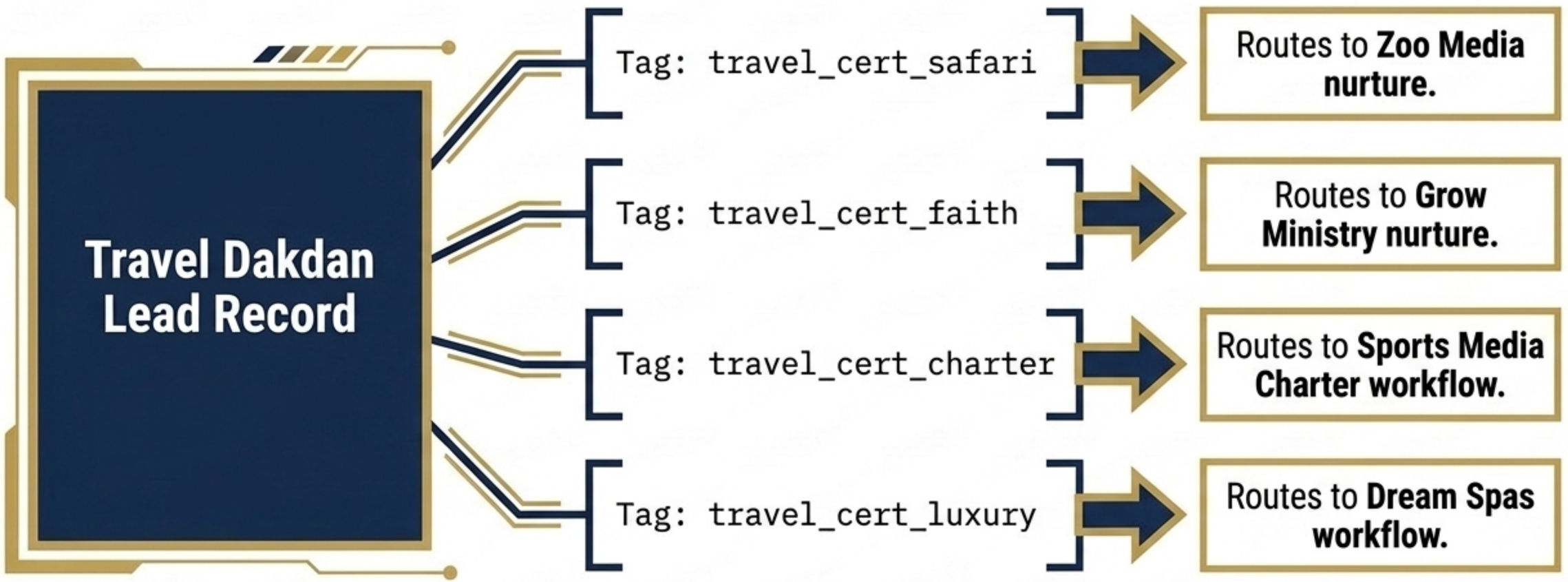
Today, your focus is entirely on stage 1: successfully loading and categorizing New Travel Leads into the front of this architecture.



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Lead Categorization & CRM Tagging

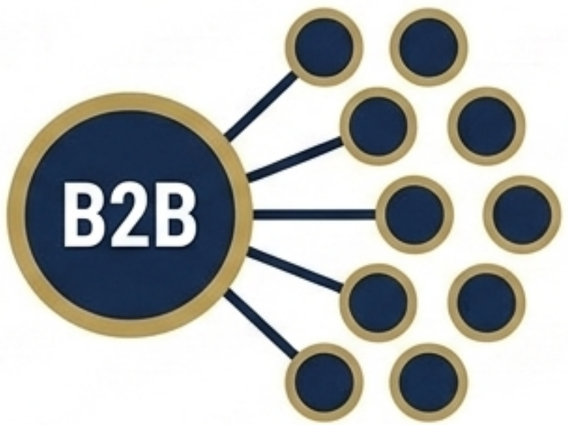
Applying specific GHL specialty tags triggers precise routing and automated follow-up sequences based on the client's segmented interest.



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The Prospecting Engine: Full System Synthesis

Step 1: Source (The Fuel)



A B2B Event Partnership node generates 10 new prospect names.

Step 2: Segment (The Refinement)



The names are analyzed and segmented as Church Retreat Planners.

Step 3: Systematize (The Engine)



Names flow into the **Travel Dakdan** GHL pipeline as **New Travel Leads** and are automatically stamped with the **travel_cert_faith** tag, triggering the workflow.

A repeatable, engineered system.

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Day 2 Practical Requirement

To clear the Day 2 competency sprint, you must produce the following evidence:

☐	**Compile:** Build your 100-name prospect list extracted from the 8 source channels.
☐	**Segment:** Assign a primary likely travel need (specialty) to each prospect.
☐	**Systematize:** Enter all 100 contacts into the Travel Dakdan CRM.
☐	**Prepare:** Log these entries as New Travel Leads and prepare for Day 3 Discovery roleplays.

Submit your CRM update to your instructor for verification and next-day improvement commitment.

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