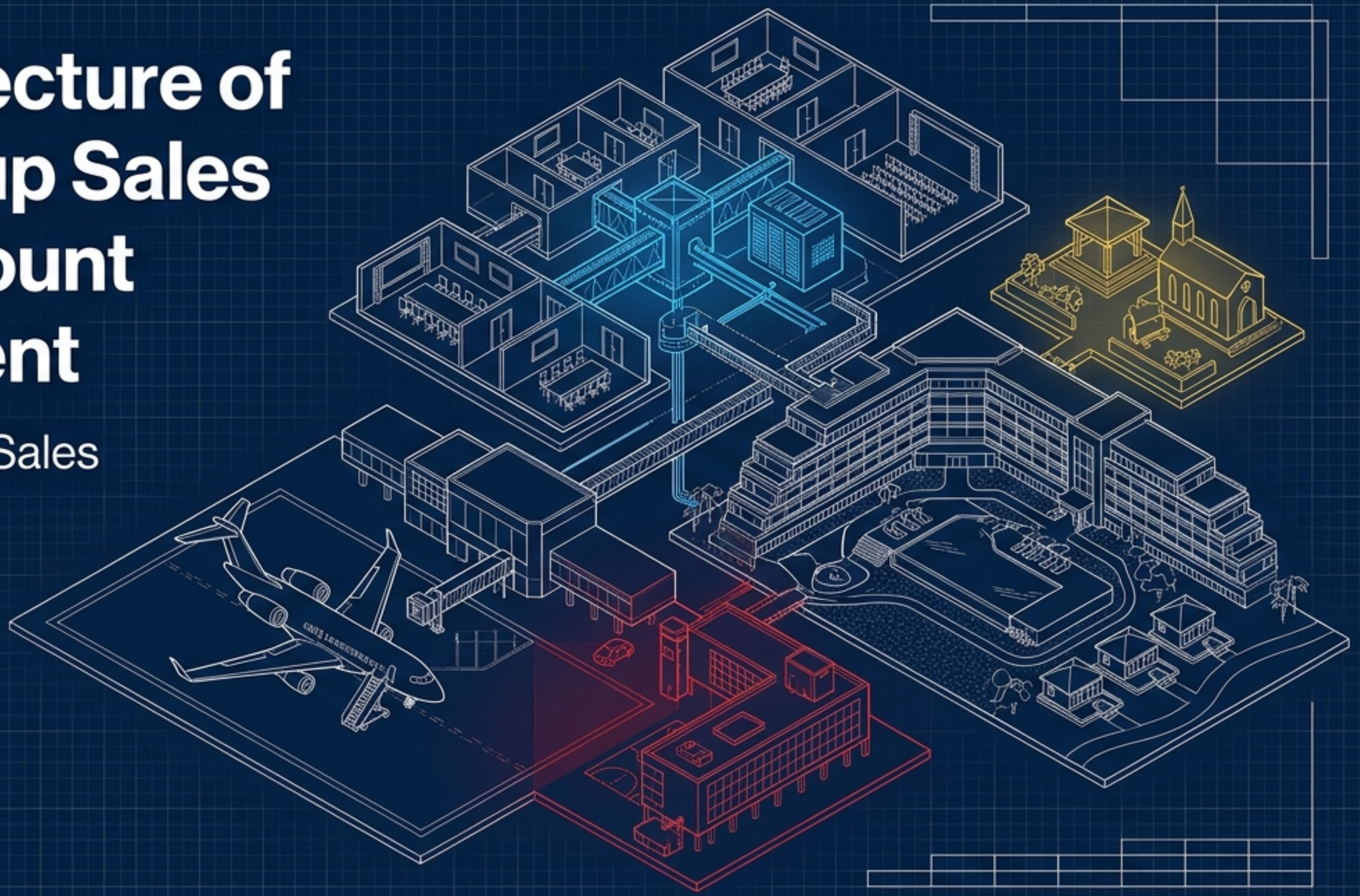
The Architecture of Scale: Group Sales & B2B Account Development

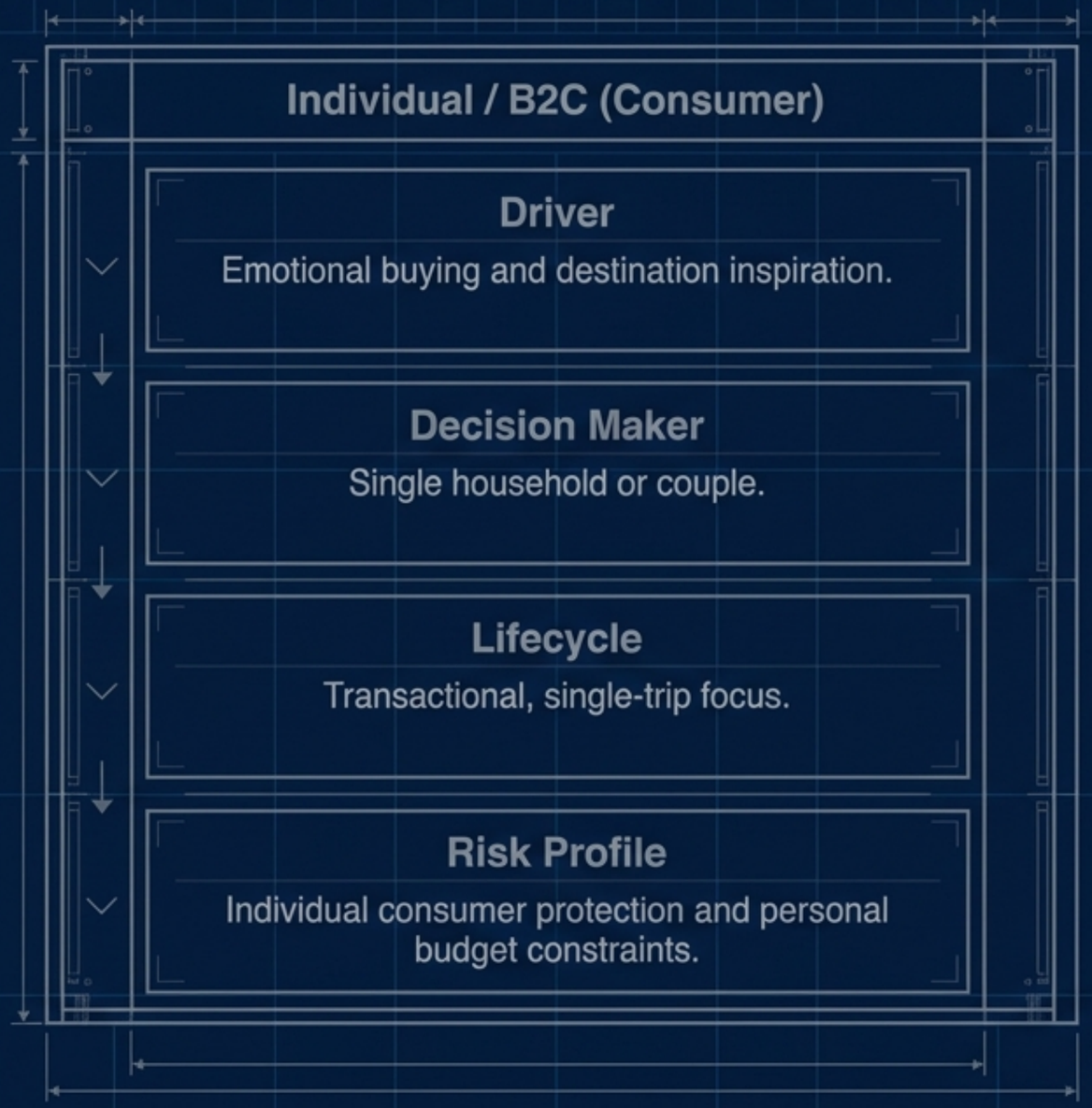
USAEV Core Travel Sales Academy – Day 8



Systemizing Organizational Revenue

Gemini Notebook

The B2B Shift: Redefining the Client Relationship



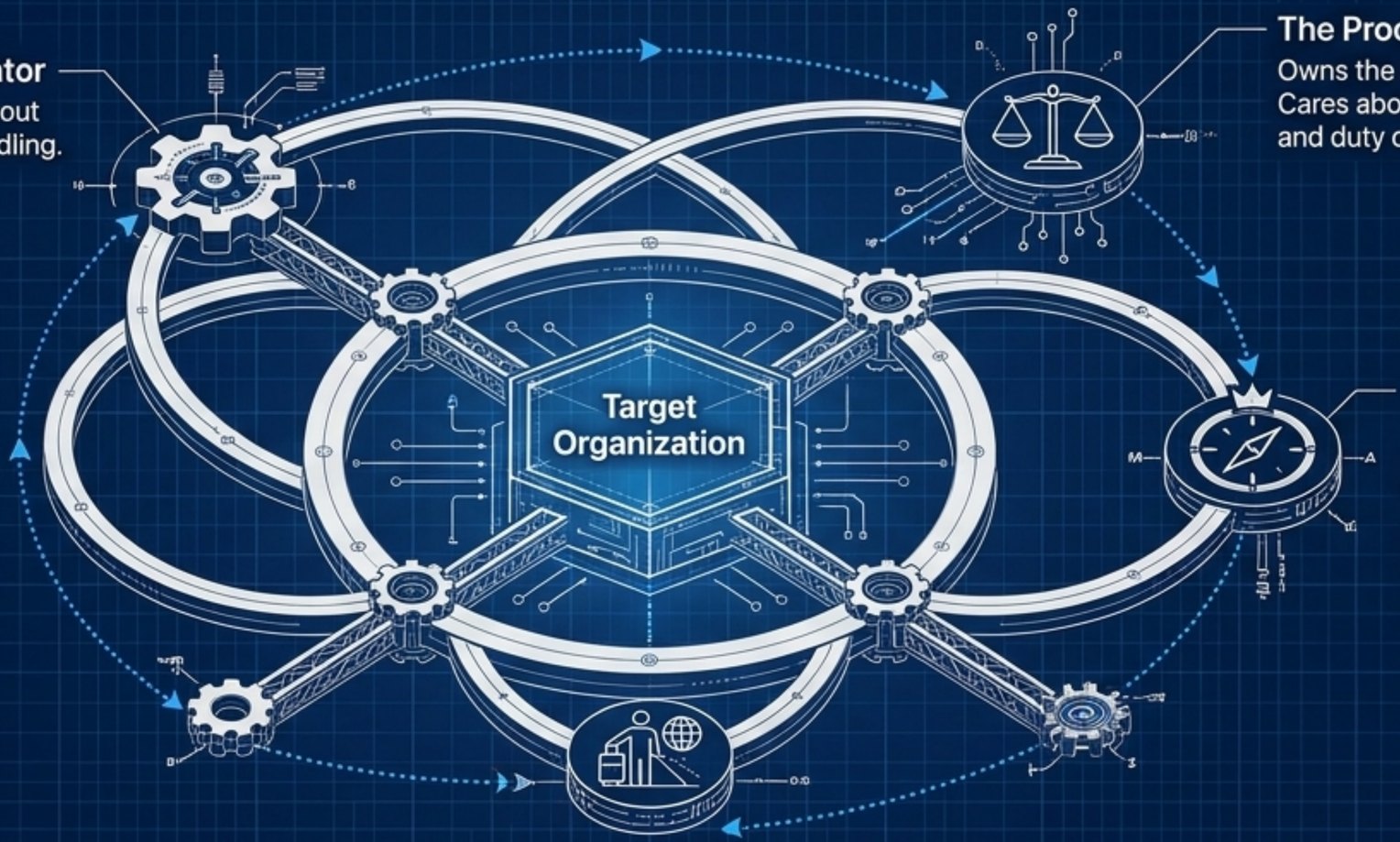


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Prospecting the Organizational Ecosystem

Decision Maker Constellation

The Group Leader / Coordinator
Owns the daily execution. Cares about logistics, room blocks, and VIP handling.



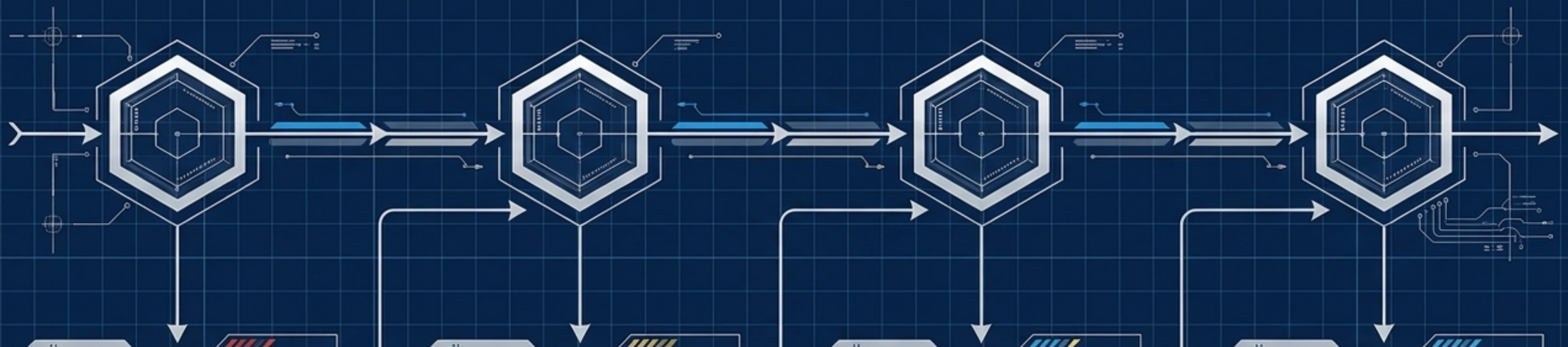
The Procurement Officer
Owns the budget and compliance. Cares about predictable costs, RFPs, and duty of care.

The Executive Sponsor
Owns the vision and final ROI. Cares about measurable business outcomes (e.g., employee retention, team performance).

The Traveler
Owns the ground experience. Cares about comfort, schedule, and safety.

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The B2B Discovery Interview



Step 1: Strategic Purpose

What is the measurable outcome of this trip? (e.g., training, reward, team mobility, mission).

Step 2: Budget & Procurement Rules

Who owns the contract approval? What are the payment stages and funding sources?

Step 3: Logistics & VIP Needs

How many travelers? What are the meeting space (AV), catering, and executive upgrade requirements?

Step 4: Reporting & Metrics

What post-trip reporting does the organization require to authorize next year's budget?

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Navigating RFPs & Travel Policy

Duty of Care

Verifying supplier safety protocols, passenger manifests, and emergency contingencies.

Budget Caps & Approvals

Transparent assumptions, clearly defined inclusions/exclusions, and strict adherence to per-diem limits.



Supplier Alignment

Matching the proposal with the corporation's preferred airline and hotel networks.

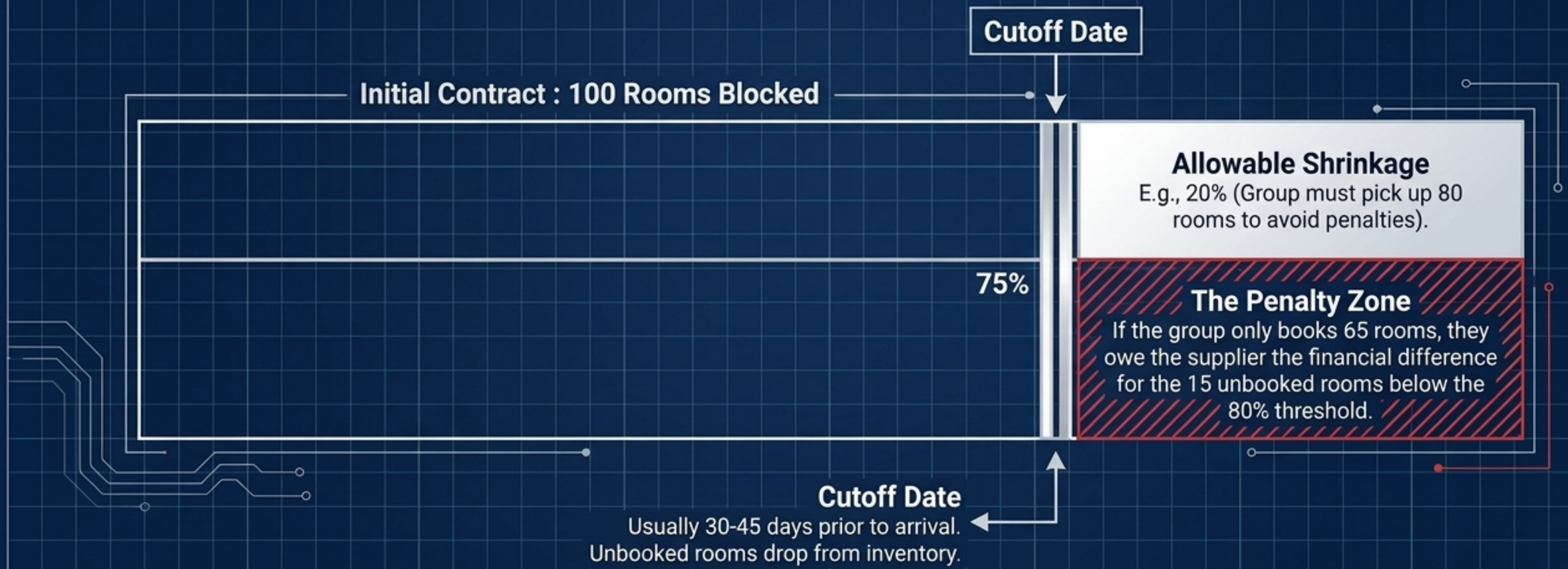
Service Level Agreements (SLAs)

Defining the advisor's exact responsibilities regarding ticketing, changes, and VIP support.

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Group Economics 101: The Attrition Danger Zone

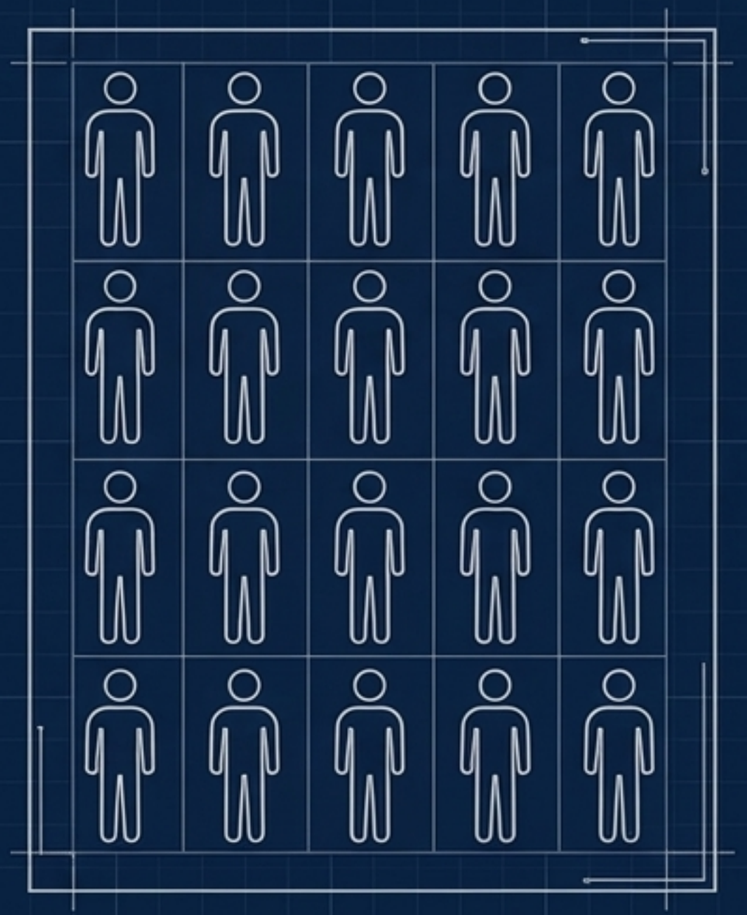
Key Concept: Attrition is the financial penalty incurred when a group fails to fill its contracted room or seat block.

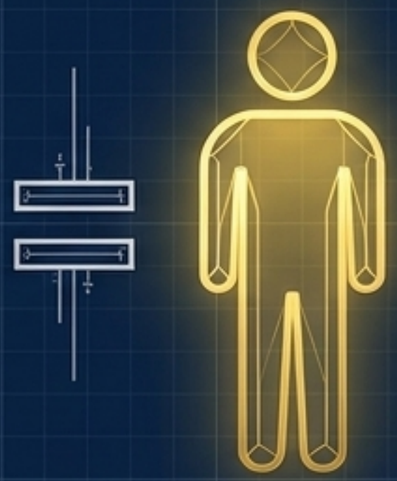


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Group Economics 102: Tour Conductor (TC) Ratios

The 1-for-20 Rule: For every 20 standard travelers booked, the supplier provides 1 complimentary package (TC).





Lever 1: The Leader Comp

The group organizer (e.g., Pastor, Coach, CEO) travels for free, subsidizing their time and effort.



Lever 2: Amortization

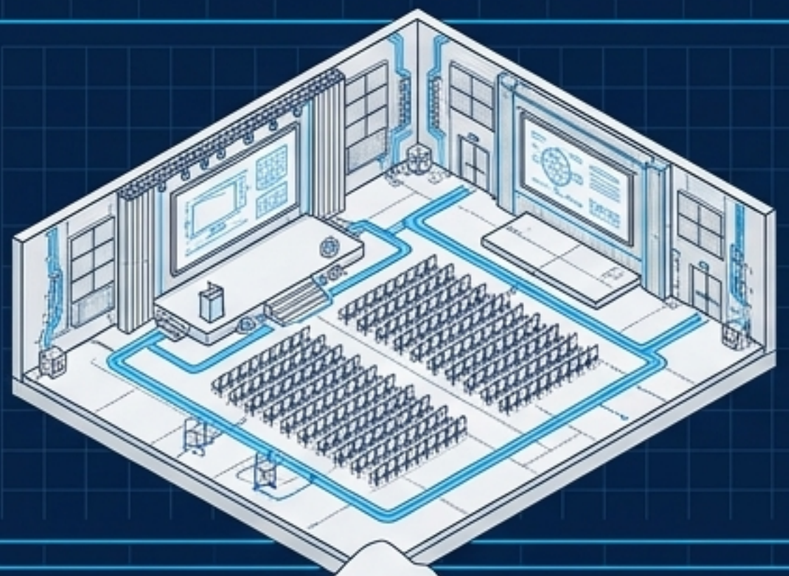
The financial value of the free TC spot is spread across the entire group, lowering the per-person gross cost for every traveler to drive higher total attendance.



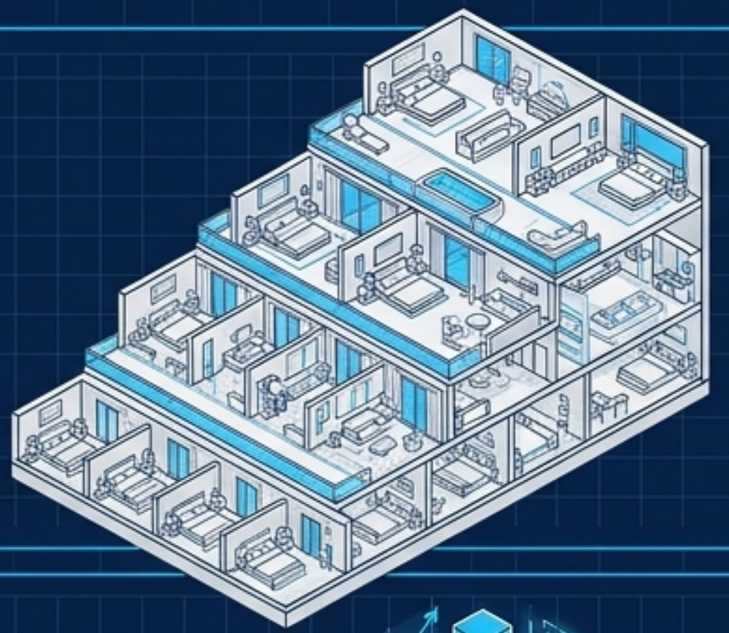
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Vertical Spotlight: MICE & Corporate Retreats

Primary Audience: Corporations, Associations, Nonprofits, Executive Teams



Meeting Space & AV: Precise staging for sales meetings and conventions.



VIP Upgrades: Tiered room blocks catering to executives and top performers.



Incentive Travel: Employee recognition trips requiring flawless execution.



Post-Trip Reporting: Delivering measurable ROI data back to procurement.

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Vertical Spotlight: **Sports Team Charters**

Primary Audience: Professional/Amateur Teams, College Athletics, Corporate Groups



1. Load Manifest

Calculate precise passenger counts and heavy equipment baggage limits.

2. Verify Operators

Source exclusively through qualified Part 135/121 operators or licensed brokers.

3. Ground Coordination

Synchronize tarmac access with motorcoaches and hotel check-ins.

Compliance Warning: You are a procurement coordinator. Never represent yourself or USAEV as the direct air carrier or aircraft operator.

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Vertical Spotlight: **Faith-Based & Ministry Travel**

Primary Audience: Churches, Ministry Leaders, Bible Study Groups, Nonprofits

The Spiritual Purpose (The "Why")

Pilgrimages, biblical history tours, and fellowship retreats.

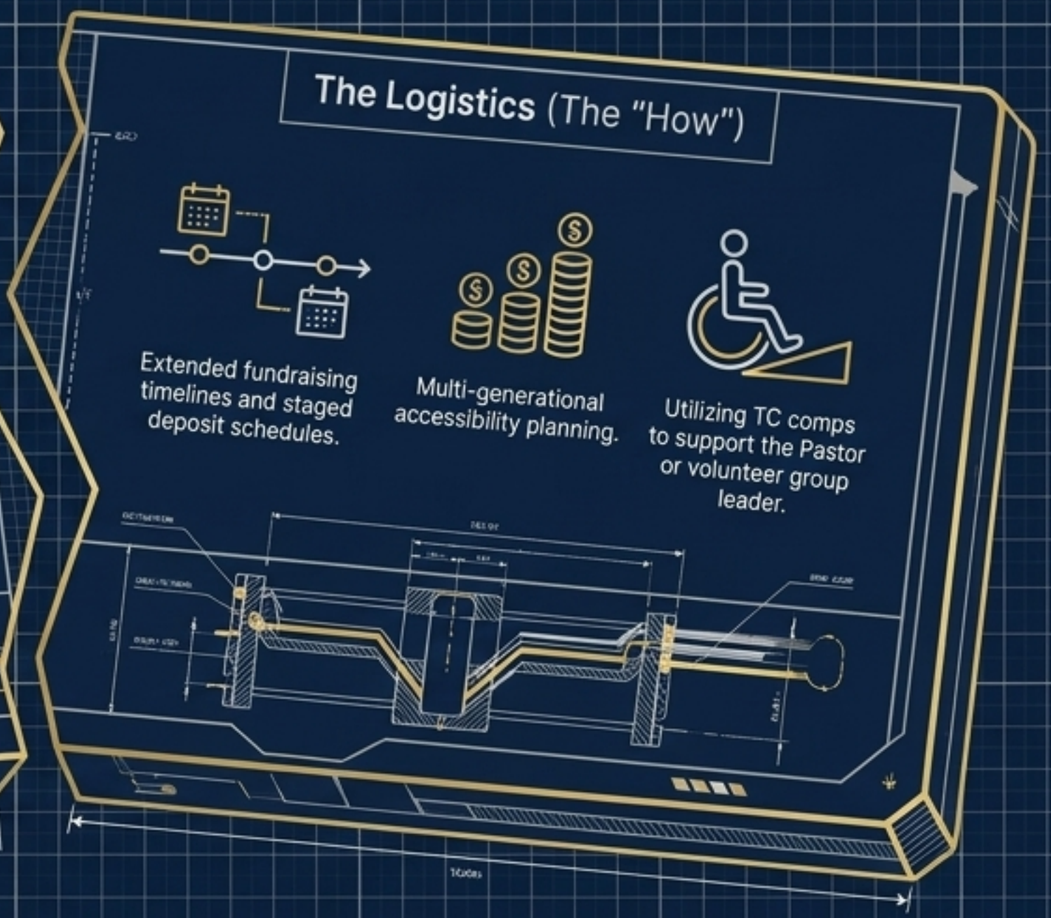
Rule: Support the mission, but never make theological promises or claims about spiritual outcomes.

The Logistics (The "How")

Extended fundraising timelines and staged deposit schedules.

Multi-generational accessibility planning.

Utilizing TC comps to support the Pastor or volunteer group leader.



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Deal Architecture: Multi-Year Account Development

Phase 2: Post-Trip Review
Presenting the ROI and reporting data to the executive sponsor and procurement team.



Phase 3: The Multi-Year Agreement
Negotiating preferred-provider status for the organization's recurring annual events.



Phase 1: The Trial Event
Flawless execution of the initial group contract, proving logistical competence.



Phase 2: Post-Trip Review
Presenting the ROI and reporting data to the executive sponsor and procurement team.



Phase 4: Account Expansion
Cross-selling into other departments (e.g., adding executive retreats to an existing sales incentive contract).



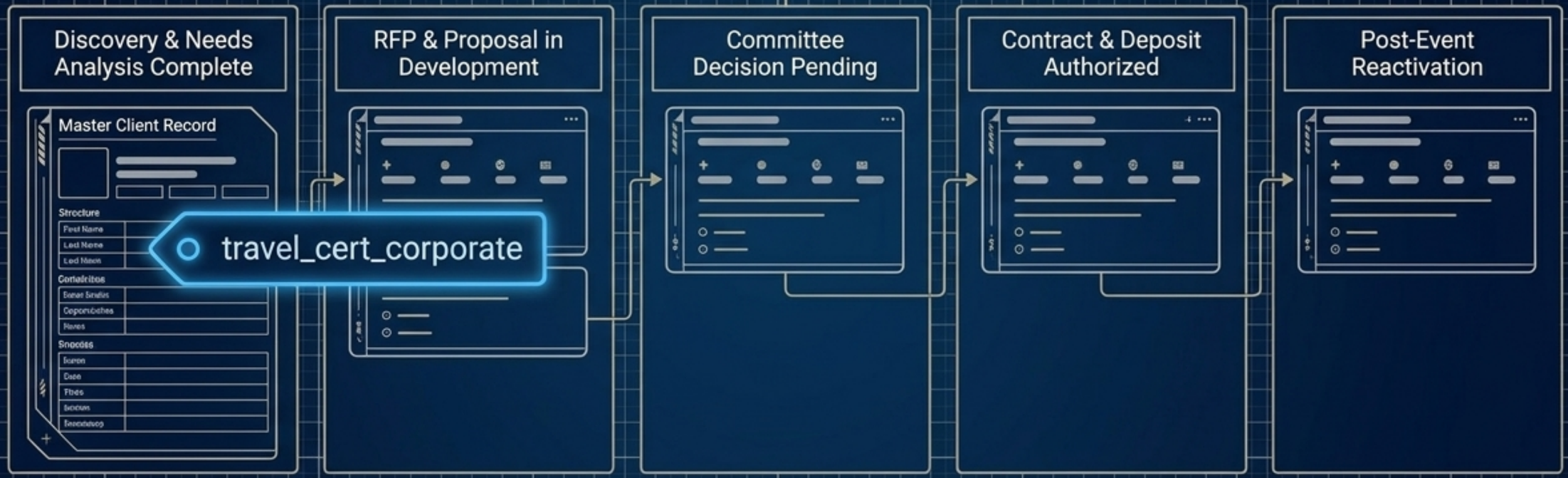
Executive Retreats

Sales Incentives

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Travel Dakdan CRM: The B2B Tracking Engine

Specialty Tagging: Route and segment organizational leads (e.g., apply tag travel_cert_corporate, travel_cert_sports, travel_cert_faith).



The Golden Rule: Long-cycle B2B sales die without follow-up. Require a definitive ‘Next Action’ task on every open corporate opportunity.

Gemini Notebook

Risk, Compliance & Duty of Care



Aviation Compliance

Use only verified Part 135/121 operators; never act as the air carrier.



Financial Liability

Document all cancellation dates, attrition terms, and group minimums in writing.



Data & Privacy

Strictly protect minor/student data (critical for Esports and Youth travel).



Medical Boundaries

Manage travel logistics for recovery/medical trips only; never provide medical fitness advice.

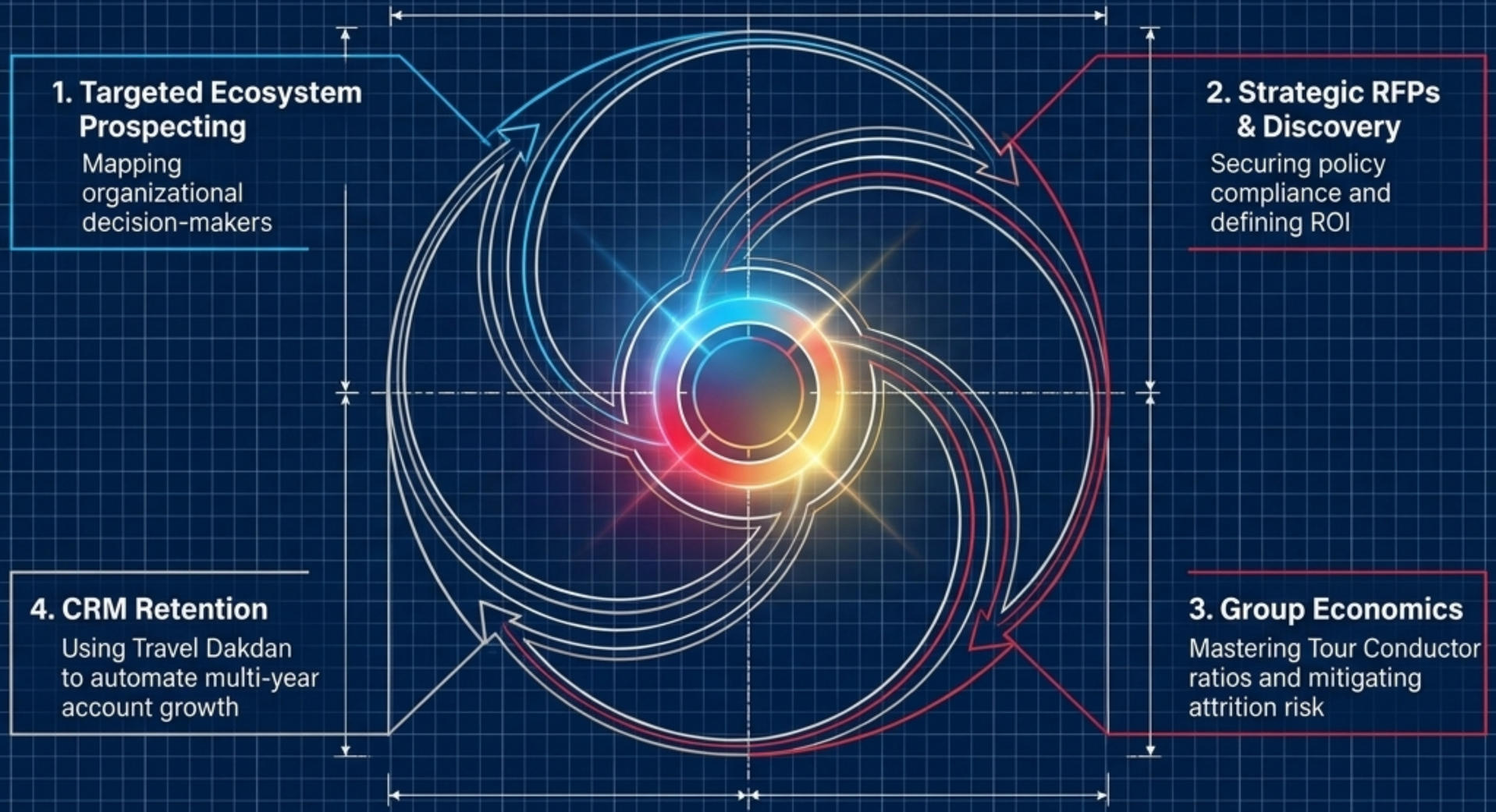


State Regulations

Verify state-specific seller-of-travel requirements before authorizing massive group bookings.

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Synthesis: The B2B Sales Engine



Gemini Notebook

The Day 8 Challenge: Engineer the Deal

The Scenario: You are pitching a 60-person corporate retreat.

1	**Map the Organization** Identify the **Executive Sponsor** and **Procurement Officer** by title.
2	**Calculate Economics** The hotel offers a 1-for-15 TC ratio. Calculate how many TCs the group earns, and decide whether to comp the CEO or amortize the value.
3	**Define Attrition** The contract requires 80% pickup. Calculate the exact number of rooms that must be booked to avoid penalty.
4	**Systemize** Define the **exact pipeline stages** and **tags** you will use in Travel Dakdan to track this multi-year account.

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