



How to Grow Your Faith-Based Business

3 Resources for Leads

Your Contacts

Whether you go to church yourself, or have a family member or friend that is clergy, most of us already have connections to Church leadership. These are hot leads that can generate big business.

Your Neighborhood

There are over 300,000 Churches in the U.S. There are probably several of them within a 5 mile radius of your house or work. Drop in to say hello and deliver an info packet, this could be the first step to a lasting relationship.

References

ETS offers a Share-the-Ministry program to anyone who refers a group leader who in turn gets a group of 20 or more will receive \$500 in Travel Credits. Instead of just getting FITs, ask those interested in Faith-Based Tours if they can set you up with their church leader and they can also reap the benefits. View full details at www.etsagents.com/Share.

Turning Leads into Profits - Part I

Once you have a meeting with a Church Leader, there are a few steps you should take to ensure your success.

Before the Meeting:

- Contact ETS, let us know you have a meeting and we can consult you on what itineraries will be most attractive for a specific denomination, what materials will be helpful and some terminology that will spark the Church leaders interest.
- Research the Church. Find out as much as you can about their size, the Pastor, their beliefs and key contacts within the church. If you have personal contacts within the church, talk to them about the potential trip - already having people interested can help in the sale.
- For first time tour leaders and smaller congregations it is best to suggest a guaranteed departure. If a client has been to the destination before, they may want a custom program. Either way get as many details as possible about the leaders needs and wants.



Turning Leads into Profits - Part II

Now that you have your materials and have done your homework you are ready for the meeting. Remember we are happy to join the meeting via phone conference to aid the sale or answer any questions.

During the Meeting:

- Present the leader with the “Reasons Why You Should Lead a Faith-Based Trip” flyer and reiterate that it is a Spiritual, Life-Changing Journey.
- Establish your credibility by stating that the company operating the tour is North America’s Largest Holy Land tour and Faith-Based Cruise operator for over 40 years.
- Listen to the needs of your client, don’t try to force them into a program they are not interested in, rather offer other choices.
- Inform them that you will be handling all of the travel details, collecting the payments, answering travel questions etc. and their only task is to promote the program and be the Spiritual leader on tour.
- Make the offer. Inform them they will **travel free** with 10 people and can bring their spouse or friend with 20. You can’t make the sale if you don’t ask.

Turning Leads into Profits - Part III

What you do after the meeting is as important to your success as the meeting itself.

After the Meeting:

- Let ETS know how your meeting went. If the pastor had questions you weren’t sure about we can always do a conference call with them.
- Follow up with the leader
 - If you made the sale, let them know you are putting together the promotional materials and are very excited to be working on the program.
 - If you were unable to secure a trip, thank them for meeting with you and ask if it is okay if you occasionally check in with them.



Educational Travel Services

ets@travelwithus.com · 800-929-4387 x2 · www.etsagents.com



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