

Before There Were Online Magazines, Seminars & Virtual Trade Shows, There Were

Cyber-Sales Calls From

TravelSalesRep.com.



It combines all the benefits of the email system and the Internet to produce a travel marketing tool that is unique, effective & affordable.

TravelSalesRep.com promotes travel suppliers (such as leading hotels, tour operators, cruise lines, destinations, etc.) to a majority of the travel agents located in the United States and Canada.

- **TravelSalesRep.com is able to break through all of the email and Internet noise because there is an established relationship between the travel agent and their cyber-sales rep.**
- **TravelSalesRep.com fits the budget. It is one of the least expensive, efficacious marketing tools in a travel supplier's tool box.**
- **Travel suppliers that want to generate more bookings from travel agencies need to be using TravelSalesRep.com.**



TravelSalesRep.com is a service of Ocean Crest Creative
9 Santo Street, Plymouth, MA 02360 USA

TravelSalesRep.com[®] Agreement-At-A-Glance



The Service Package



The eSales Call

Each month, TravelSalesRep.com creates three custom “eSales topic” pages for its clients on its website. These pages are dedicated just to the supplier and their specific offering. eSales topic theme selection is driven by the supplier and guided by their cyber-sales rep. Topics vary in nature and may touch on specific details about the offering, what characteristics make it distinctive, available pricing discounts and the like.

Every one of these eSales topic pages will conclude with a call-to-action point that directs the travel agents to the supplier’s “contact” information page - again, a special page dedicated to getting the travel agents directly in touch with the supplier. Remember, the overall goal is to get the cyber-sales rep out of the way and let the traveler, travel agent and supplier get down to the business of securing a booking.

Finally, at the top of each month and again in the middle of the month, TravelSalesRep.com will visit its own, exclusive, opt-in list, composed of North America’s travel agents, using a backbone email distribution system. Each eSales Call will contain “super-links” back to the TravelSalesRep.com website, where the travel agents will be able to immerse themselves in the suppliers’ eSales topics and loads of other ways to sell your offering.

On The TravelSalesRep.com Website

The website is where the current eSales topics actually reside. Travel agents will also find pages that offer complete contact and overview information on each supplier, along with links to specials, brochures and so much more. They’ll even be able to enjoy an archive of previous eSales topics.

Success Statistics

TravelSalesRep.com’s success statistics, based on the information delivered from its hosting and email servers, is always available for its supplier clients’ use.



What’s Required of Suppliers Who Use “TSR”?

The biggest thing needed is good quality content. As described above, there is almost no limit to what an eSales topic can be about. They may be themes that dovetail with other marketing efforts a supplier may be carrying out, events that surround their offering or even items with seasonal appeal. However, it is important that a supplier keeps their cyber-sales rep in the loop on how the company wants to present itself to those it sells to and through.

Easy Oversight

TravelSalesRep.com’s efforts are totally transparent. Suppliers never need ask if the “TSR team” did their job. However, a supplier will want to dedicate a couple of minutes to reviewing the content of the draft eSales Calls each month. That’s about it. Overall, TravelSalesRep.com one of the least time-consuming marketing tools a supplier will ever use.

Fee Structure

The monthly amount paid to TravelSalesRep.com depends on how many eSales Call topics a supplier decides they would like produced for them. While most clients invest in TSR as a long-term marketing tool, they always have the option to cancel their agreement with essentially a 30-days notice.

Contact Information:

William (Bill) Mallia, III, CTC, DS; President
OceanCrestCreative@comcast.net - www.TravelSalesRep.com
9 Santo Street, Plymouth, MA 02360, USA, 508.747.4449