



STEPS TO A SUCCESSFUL CRUISE NIGHT

PLANNING THE EVENT:

Decision Making

- **Develop a Plan of Action** – Prepare a budget, timeline and outline of steps to be taken to prepare for the sale. Assign specific office personnel to accomplish these steps.
- **Select Event Dates & Location** – Select a time frame from your marketing calendar in which to hold this program. Tie this event into a special theme (like a season or agency event). Determine where to hold the event – like in your office or at an outside venue (church, library, bookstore, hotel, etc.)
- **Select Market** – Sort your client database or mailing list to determine whom you will invite to this event. Also decide which corporate accounts or other organizations you will target.
- **Promote Offer** – Work with your Sales Manager to promote the current offer during your cruise night.
- **Establish the Hook** – Decide if your agency will promote a special offer to clients that book during this event.
- **Create Vehicle** – Determine how you will promote to your clients (i.e. Leisure: Postcards, Mailers, Newspaper, Email, Stuffers, etc. or Corporate: Email, Newsletters, Cruise Sale Flyers, Stuffers, Breakfast Meetings).
- **Provide Staff Incentives** – Choose a special agency incentive to motivate your front-line and outside sales agents.

Promotion

- **Decorate** – Decorate your office with a special cruise theme.

Communications

- **Collateral** – Order Royal Caribbean International* promotional collateral, such as: brochures, posters, videos, etc.
- **Staff Training** – Schedule a Royal Caribbean training session with your Sales Manager for in-house and outside sales staff, including: product updates, cruise sale promotions, special offers and booking procedures. Review your staff incentive if applicable.
- **Press Releases** – Contact your PR partners to set up a schedule for press release distribution. Prepare press releases to be sent to your community, corporate accounts and local merchants to promote this event.
- **Advertise** – Determine best means to advertise your event (i.e. newspaper, email blasts, flyers, posters, etc.)
- **Phones** – Customize your hold message to announce your upcoming cruise sale and cruise night event.

Material Preparation

- **Promotional Items** – Have all announcements/promotional materials printed with detailed descriptions, cruise sale times, etc.
- **Invitations** – Handwrite personal invitations to your VIP clients with special days/hours just for them. You may even schedule meeting times to show them the importance of this special event.
- **Mailing** – Prepare all mailing labels and send invitations 2 weeks prior to the event.
- **Sales Tracking Forms** – Prepare Sales Tracking Forms so you will know your agency's results as well as total sales for the event.

DURING THE EVENT:

Communications

- **Signs** – If your agency has walk-in business, display a large Cruise Sale sign outside or in window.
- **Phones** – All agents should answer the phone with a message concentrating on the cruise sale. Have “Cruise Sale Hold Message” on your phone lines. Update this message as the final sale date approaches closer.
- **Meetings** – Conduct weekly Staff Meetings regarding the sale. Discuss ideas, suggestions and updates.

Selling

- **Motivation** – Keep the agents motivated throughout the event. Keep promotional theme items displayed in your office like posters and other materials. Send morning emails to keep the awareness level of the sale in perspective.
- **Telemarket** – Have ALL agents telemarket to your VIP clients, even though you may have also mailed them an invitation to your sale.
- **Selling Skills** – All sales agents should be ready to close the sale using special features and offers as clients call in with inquiries. Agents should keep names and phone numbers of clients who do not book for follow-up.
- **Follow Through** – Have agents follow-up with ALL LEADS, such as; 1) callers who booked and never placed a deposit; 2) clients who inquired, but never called again; 3) clients whom you believe would appreciate a special call regarding the sale; 4) clients who are retired and can easily get away, etc.

Administration

- **Tracking** – All Sales Agents should track the business they book during the cruise sale.
- **Follow-Up** – Follow-up with any confirmed bookings to ensure deposits are sent to Royal Caribbean International.
- **Redemptions** – Be sure any special offers are administered as needed, based upon offer details, sailing, etc. (i.e. upgrades and giveaways).

AFTER THE EVENT:

Sales Analysis

- **Gathering Data** – Collect tracking forms and/or run a report on all sales during the cruise sale event.
- **Analyze Statistics** – Segment your tracking by agent, product, date of booking vs. sailing date, payments collected and those still outstanding.
- **Determine Profits** – Calculate your total gross sales vs. your cost of the event and determine your Return on Investment.

Program Evaluation

- **Sales Manager Review** – Meet with your local Sales Manager and discuss the latest eCruiseStats Report to review your agency's progress and increased business since the sale.
- **Staff Meeting** – Review with staff both the areas that need improvement and the areas that are successful.

Rewards & Appreciation

- **Celebrate** – Reward your top Sales Agents with incentives. Thank your entire staff for a job well done. Share and publicize the results.
- **After Thoughts** – Send thank you notes to clients who attended your event or reserved a cruise vacation, and ask for referrals.

Plan Ahead

- Chart your next Royal Caribbean International® cruise event to keep the momentum going!