

# The Art of the LEAD

The forgotten Ability of Turning Leads Into Bookings

LEADS. The forgotten art of turning leads into bookings

## What is a Lead?

Someone or something that may be useful, especially a potential customer or business opportunity.

friend referral

facebook

website

e-mail

sponsored events

owners

phone call

radio

print

blog

instagram

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## Why Aren't the Major OTA's Giving You Leads Anymore?

- >> Contact information is GOLD
- >> Whoever owns that lead gets to market to them forever
- >> If they own the lead, they can own the client

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## Play with the Numbers:

- >> The average person checks their e-mail **74 times a day** and switches tasks on their computer **566 times a day**.
- >> Missing an e-mail address for just 10 people is **740 missed opportunities** for your message and content to be seen. In just one day.

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## So Let's Take It Back.

- >> Think lather. Rinse. Repeat. Repeat clients' experiences have a far reach.
- >> Promote events in your area. Give travelers a reason to go here.
- >> Sponsor a local or state event. Build yourself or your rental as a brand.
- >> Partner with other companies in your area.
- >> List on *lead generating only* websites



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Establish a Relationship. Build a Rapport.

- >> Remember the initial phone call or e-mail is a part of the *experience*.
- >> Remind them of the benefits of working with you directly.
- >> You are the expert on your rental properties. It's ok to brag. Sell it.
- >> Push events.
- >> People want to feel like they're being let in on a secret. Share with them.
- >> Respond. Follow up. Follow up again.

# If You'd Like to Learn More about **TRIPSIN**.com

[lois@tripsin.com](mailto:lois@tripsin.com) || [support@tripsin.com](mailto:support@tripsin.com) || (970) 306-2329

With the OTA's trying to take over your company, we are doing something about it. GIVING YOUR COMPANY BACK TO YOU.

[TripsIN.com](https://tripsin.com) will be a **true** listing site that will be a Lead Generation site. Your leads will come directly to you, no one else. There will be no online bookings, no holding of YOUR money, no hiding leads from you.

[TripsIN.com](https://tripsin.com) has learned from other website mistakes so we will:

- >> Launch with only over 500 properties in a specific state.
- >> Spending over hundreds of thousands of our money in Marketing and Advertising; no cost to you.
- >> Act as only LEAD generator for your properties.
- >> No Venture Capital money. We are doing this on our own. Coming from a Property Management View, not a money view.

Also:

- >> We will input your properties for you, so there isn't a lot of up front or additional work your team would have to do. Once created I would then send you login details and instruction for you to manage your account directly, as you would any other vacation rental site.
- >> Your company would get all of your listings FREE for the first 6 months. (After 6 months the normal price to list on the site is \$250.00/property, but we can re-negotiate closer to the expiration date as well).

We are currently live and have rental properties for travelers to search in the following countries & states:

**United States:**

- » California
- » Colorado
- » Florida
- » South Carolina
- » Utah