

# INSPIRATION FOR A SUCCESSFUL SITE INSPECTION

## BEFORE

## DURING

## AFTER



- Think about your USPs including the sustainable ones
- How do you differentiate yourself from your competitors
- What are you good at
- Always prepare, never rely on routine
- Study the client's profile in advance
- Practice your route and what you are planning to say
- Prepare the rooms and meeting rooms in advance. Why not add images/videos to the screen
- Prepare the keycards before the client arrives
- Prepare to handle coats and bags
- Be ready to receive the client at the agreed time, preferably a bit earlier



Share what makes your product unique and what you can offer  
Explain how you work with sustainability

- Introduce yourself and the hotel/venue, before you start the site inspection
- Show your unique facilities such as the spa, roof terrace etc.
- Only show one standard room (unless the room design differs a lot)
- Show the primary meeting facilities (ideally set up in advance)
- Bring the meeting rooms to life with images from previous events
- Take the client 'behind the scenes' maybe to the kitchen if you have a good story to tell about it
- Create a good dialog with the client by asking them questions along the way
- Use storytelling – share fun, unique stories from your hotel/venue
- Share what you do differently and how you can be creative to ensure meetings in your hotel/venue are engaging.
- Share how you work with other suppliers and the city around you
- Activate the senses, by offering refreshments
- Tell them where they can follow you on social media
- Any give aways such be sustainable and fit in a hand luggage

- Follow up with the client and connect with them on LinkedIn
- Follow up on any feedback you may get from the client
- Share your experiences and feedback with your colleagues for the next site inspection



Don't focus on the things which do not work well  
Don't highlight negative points