

# Выявление потребностей, подбор оптимального тура





- One of the main steps in personal selling is identifying customer needs. The path to the sale of a product or service necessarily goes through a very careful clarification and research of the client's needs. It is important to remember that the basis for the sale is not at all the product or even its characteristics, but the benefit, the benefit that the buyer receives from its purchase. Numerous studies have proven that the best results are obtained if the buyer speaks 90% of the time and the seller only 10%, the rest of the time he listens and delves into the client's desire.

- Oddly enough, but you can identify the needs of the client, creating his trust. To do this, you need to talk, in a conversation, ask the right questions. For example, you cannot ask “How can I help you?”, You need to replace this phrase with “What interests you?”. The task of the seller is to find out what algorithm the client uses to make a purchase decision and only then offer the necessary product.

- There are two types of customer needs:
- 1. Basic. These needs are related to the products that the buyer expects to receive. Also, these needs are called rational.
- 2. Unforeseen. These needs are fulfilled beyond what is expected from the purchase of the product. They are also called emotional.



- When choosing a tourist product, a tourist is guided by a whole range of motives. This could be:
- 1. Caring for health.
- 2. Sports activities.
- 3. Training.
- 4. Possibility of self-expression and self-affirmation.
- 5. Opportunity to do what you love (hobby) among like-minded people.
- 6. Solving business problems.
- 7. Fun and the need to communicate with people.
- 8. Satisfying curiosity and raising the cultural level.
- Knowing and taking into account all these factors will not only help the manager to quickly understand why the client decided to use the services of a travel company, what exactly he expects from the trip, but also to build the correct line of his service in the office.

- A travel product sales manager must know and apply several key arguments with which to influence the client. Such arguments include: safety considerations, cost savings, novelty and originality of the route, comfort, prestige, popularity of the tour and loyalty to tradition.
- Security considerations. Travel is an area that, to one degree or another, is always associated with risk, threat to life and health. Some people have increased anxiety.

- Cost savings. There are tourists who do not like to save money during their holidays, but when choosing a place to stay and comparing prices for tours, they show decent stinginess. If the manager feels that the client wants to save money or wants to show entrepreneurship, buy a tour at the lowest price, then you need to focus on this.
- The novelty and originality of the route. There is a category of tourists for whom the novelty and originality of the route is the most important motive for making a trip. These clients will never take the hackneyed traditional routes. They are eager to be part of those new tours that have just been advertised on TV or in magazines.



- Comfort. This is not only the basis and necessary condition for a good rest, but also an effective argument when choosing and completing a package of tourist services. For most tourists, this type of argument will be one of the main ones. But rational and practical clients with an analytical mind are especially receptive to him. Although to one degree or another, this argument is useful for all potential consumers of tourism services.
- Kudos to the tour. Tourism not only contributes to raising the prestige of a person in the eyes of others, but is also an indispensable means of maintaining a certain social status.



- Tour popularity. This argument is based on the mechanism of imitation. This mechanism draws people in, since thinking independently, finding their own solutions is hard work that not everyone likes, and it is impossible to rely only on your mind in everything and always.
- Loyalty to tradition. Attachment to this or that type of recreation can be associated not only with the tastes and preferences of a person, but also with his real physical and financial capabilities. Some conservatism of the tourist associated with his addiction to a certain type of tourism, route or season, can also serve as a good trump card for a manager.

- Составьте проблемную ситуацию и решите ее (должна быть связана с темой)