

BERMUDA DEPARTMENT OF TOURISM

TOURISM

CLIENT DESCRIPTION

Bermuda is a choice destination within a 2-hour distance of the US Eastern Seaboard, offering some of the world's top-rated beaches and golf courses. The sophisticated island boasts beautiful resorts, friendly people, and exhilarating adventure.

CUSTOMER REQUIREMENTS

Sales Focus was contracted to take over the department's US, Canadian, and UK markets selling to the MICE industry.

SALES FOCUS INC. SOLUTIONS

Sales Focus entered into an engagement with the Bermuda Department of Tourism to develop their sales and marketing strategies and work closely with their marketing groups, including both web-based and feet-on-the-street programs. Our responsibilities included writing the sales plan, developing and implementing sales processes, and developing organizational, compensation, and commission plans, as well as job descriptions. We also developed lead generation plans and conversion processes. A team of 15 salespeople was implemented across three countries, immediately establishing quality MICE business for the Bermuda Department of Tourism.

RESULTS

The Bermuda Department of Tourism was struggling to develop a comprehensive MICE sales team, and Sales Focus was able to bring success in less than 6 months. We built a pipeline of executives from corporate America along with leaders in the MICE tourism industry.

CLIENT REVIEW OF SALES FOCUS INC.

"Sales Focus's vast network of contacts, seasoned sales force, and broad experience in the industry made them the natural choice to provide representation throughout North America."

Director of Tourism