



Sales Blitz
MPI Dallas/Fort Worth
Rise Up Award Winner 2018

MPI D/FW Sales Blitz

Objective: The Sales Blitz is a high-impact program connecting suppliers to planners in an efficient, effective program format. The Sales Blitz also raises awareness of MPI among both suppliers and planners in a region, encouraging membership growth. Given the group dynamic encouraged by the traveling supplier group, these participants have the opportunity to build relationships with other complementary service providers in the area. Finally, the growing success of the program has made this a fundraiser for the MPIDFW chapter, a model which could be replicated for other chapters.

Why: The format of the Sales Blitz leverages both short, effective meetings and the power of personal networks to connect planners and suppliers. This builds new business relationships, boosts awareness of suppliers within the planner community, and often leads to new business for the suppliers. Because the planners meet a group of suppliers—at the planner’s office—during a 30 minute meeting, the “ask” of the planner is very low. As transportation is provided and each supplier arranges a small number of meetings, the “ask” of the supplier is also lower than it would be doing 1:1 outreach to planners.

When: While initially held annually, the popularity of this event has encouraged the MPIDFW chapter to hold this biannually starting in 2019.

What: Non-competitive groups of 5-6 suppliers are assembled and each member of a group reaches out to their network of planners to secure 30 minute appointments for the whole group. Transportation, provided for the suppliers, allows them to travel **to the planners** for these appointments. The goal is for each supplier to secure three planner meetings, though this can be supplemented as necessary through support of the chapter.

Detailed Description: Over a three-day period, the team of suppliers meets at a centralized location, boards a bus provided by a sponsoring transportation company, and proceed to travel around the metroplex to attend five team sales appointments per day. Each participant has about 5-7 minutes to present their sales pitch to the planner during the meeting. At the end of each meeting, the planner is given information about the MPI D/FW Chapter and offered a certificate for a free MPI D/FW Chapter educational meeting. During the bus ride to the appointments, the team members are able to form friendships that allow for supplier to supplier business transactions as well.

One evening during the program, the teams converge at a hosted location for an

RFP exchange and social hour with the planners who participated over the week. With 5-7 teams participating separately, this provides an opportunity for each planner to meet with suppliers from the other teams and do business on the spot with any RFPs they currently have in their pipeline as well as strengthen relationships which blossomed during the sales visit.

Additional Considerations:

- The D/FW Chapter has found great success in digital promotion and invitations, saving money on mailed or printed supplies
- The cost of the event will vary by region and value of program to its members. As success is proven year/year, the cost can rise commensurately
- The success of the program is only as strong as the networks and effort of the supplier participants on each team; the chapter, especially in the first years, should have strong internal organization and support to supplement planner meetings for supplier groups
- Sponsored transportation for supplier groups is critical to the program format, as it allows for networking during the commute between locations
- Consider the traffic patterns of your area when scheduling commute times between planners

Program Title

Sample Forms Appendix

- [Invitation](#)
- **Team Grid:** attached in excel

Invitation Sample

Welcome Suppliers! We invite you to participate in the inaugural **[chapter name]** Sales Blitz!

Don't miss this unique opportunity to secure face-to-face appointments with up to **#** planners over a **#**-day period. Launched by the Dallas/Fort Worth Chapter, this program has grown over the past eight years, driven by suppliers seeing great **return on their investment** in new business as a result of their participation!

Space is limited, and the slots will fill up quickly! This is one event you do not want to miss!

*If you are a Planner, mark your calendar for this opportunity to BUY MPI and do business with our Supplier participants! Be on the lookout for more information on how to participate.

How does it work?

Once supplier registration closes (**DATE** or when the event sells out), everyone will be matched with a team of **#** other suppliers. We will do our best to ensure you are not on the same team with a competitor supplier. Once the teams and team captains are set, you will start making meeting planner appointments!

By registering and participating in this event it will be your responsibility to **secure # planner appointments** for your team over the Sales Blitz dates.

Your team will travel together by bus or van to visit the offices of up to **#** contacts over the course of **#** days. Each supplier will have approximately 5-7 minutes per sales call to share information on their hotel, venue, product or service.

What does it cost?

Registration is \$275.00 per supplier and includes:

- Face-to-face meetings with up to **(#)** D/FW meeting planners **(suppliers are required to make # appointments each)**
- Kick-off breakfast on **DAY, DATE**
- Transportation between destinations for both days provided with a daily pick-up and drop-off at the host hotel.
- Complimentary networking lunch with participating suppliers and planners on Wednesday from 11:00 AM – 1:00 PM.

Pre-registration and pre-payment are required for this event. On-site registration is not available. Fees are not refundable.

Sales Blitz Schedule:

DAY, DATE

- START TIME – END TIME: Breakfast (compliments of SPONSOR)
- START TIME – END TIME: Sales Calls

DAY, DATE

- START TIME – END TIME: Sales Calls
- START TIME – END TIME: Networking Lunch (compliments of SPONSOR)

****PLEASE READ****

Participating Supplier Responsibilities:

1. There will be a mandatory breakfast orientation for blitz participants before the event, please be sure that you attend as it will have details and instructions about the blitz.
 2. Money is non-refundable (if you are unable to attend you may send someone else from your company in your place)
 3. Lunch on DAY is on your own. If your team has a lunch appointment with a planner, the team member who made the appointment will be responsible for covering the cost of the planner's lunch.
 4. Please bring **\$10 in cash per day (\$30 total per person)** for your driver's tip
 5. Please bring a **prize/giveaway** for Wednesday's networking lunch
 6. Be a good team player by respecting each other's time during presentations
- I have read and fully understand the above responsibilities as a participating Supplier in the Sales Blitz.
 - I understand by registering and participating in this event that it will be my responsibility to **secure # (#) planner appointments** for my team over the Sales Blitz dates (DATES).

Overnight Accommodations:

HOTEL is offering a special group rate of **\$(TBD) + tax**

Reservations: Click here to book your reservation at **HOTEL**. Or call ###-###-#### and reference group code **[TBD]**

Cutoff Date for Room Block: **DAY, DATE**

Registration:

MPI Member: \$[TBD]

Non-Member: \$[TBD]

Registration closes on DATE, DATE or when the event sells out.

Thank you to our sponsors!

[insert sponsor logos here]