



NOMADIC WATERS

Selling Strategies

We've seen some consistently successful (and unsuccessful) strategies for finding the right Guests for an Amazon trip.

Remember: *The HARDEST thing we do is get someone to come to the Amazon.*

The EASIEST thing we do is get them to come back.

Hard Truth #1: All-in (air fare, tips, etc.), this is a \$7k trip. This client is a very small fraction of the fishing demographic. This is also a long trip with 6 days of fishing and 8 days in-country. Industry trends are pointing more towards shorter, 3 day/4 night trips.

The GOOD NEWS is that we run a 50%-60% return-Guest ratio, which is unheard-of for a bucket-list type of trip like ours. The #1 comment we receive from returning Guests is that we are underpriced. Once they see all that we have to accomplish just to run our trips here, they are amazed that we can do it for this price. They appreciate the single occupancy accommodations for double occupancy pricing, and they see the value in what we have to offer. Since they come back with their friends, it will be easier and easier for you fill your hosted week year after year. Our Hosts will confirm this.

ACTION: A great client to market to is one who fishes Alaska or Patagonia. Those lodges are generally \$1k a day plus travel, and this client understands the in's and out's of running remote camps and lodges. They will see the value in our operation in a nano-second.

They will also be pleased with our travel schedule: Manaus Brazil is a short 5 hour flight from Miami, and our charter flights are never more than 90 minutes long. That's EASY for a Guest who has fished AK or Patagonia!

Hard Truth #2: Mass-marketing emails and Constant Contact type newsletters are typically NOT effective tools for selling THIS trip. Read that again please, THEY DO NOT WORK. Time and time again we see Hosts with huge mailing lists send out announcements and getting ZERO response. Then they just stop trying, as if that's the only way to recruit a travel customer. We get it, we know it works for other trips, but you're not just selling another trout trip here. A jungle adventure is way too complex and unknown for the average customer to feel comfortable with when they are first approached.

ACTION: Selling this trip requires strategic, personal contact and personal invitations. A consistently successful strategy is to make this personal. Personal phone calls and person to person meetings make all the difference in the world. You probably have 1-2 clients that will follow you anywhere. Once you get them on board, pull together 6-8 of your core group of clients and take them out to dinner (or do a private ZOOM meeting). Focus on why you are meeting: *You are considering taking a hand-selected group of your favorite clients to the jungle, and the people at this table are your first choice. Let's do this adventure together!*

Peer pressure works! Since you've stacked the group with 1-2 confirmed clients, have them speak up with support during the meeting. This works! If you get 5, then you're in. Why? Because then you can put them to task by inviting their buddies to share this trip with them. This strategy also provides great group dynamics, forging a tight group from the beginning. When those 5 bring 3 or 4 of their friends, then you post the trip publicly with only a few spots left.

Hard Truth #3: You will have cancellations. Expect 20-30% of your confirmed Guests to back-out on you. Sadly it's just the nature of customers these days. They have no problem leaving you high and dry. If you are properly prepared for this, then it's not an issue.

ACTION: When you are at 70% capacity for your group, mark the trip as almost full and start a waiting list. Even when you have rooms to fill, start a waiting list! "Almost Full" means you are waiting to hear back from select clients. When they contact you, you've been holding that spot for them. The waiting list will also be a motivator for those who are still undecided and perpetually sitting on the fence. It's up to YOU to create the demand. You can do this!



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Hard Truth #4: Although they won't admit it, many potential Guests are simply intimidated by a "Jungle" adventure. There's too much that is unknown, and what they do know simply scares them.

The REAL TRUTH is that we are much safer in the jungle than we are in the cities! We have worked so closely with the Federal gatekeepers and the leadership of the local villages for so many years that we have a complete foundation of resources that are there to watch over us. We are also fully self-sufficient when we are underway. We have a full team of master electricians and master mechanics who are obsessed with our yacht, and even a registered nurse on board for peace of mind. All she's ever had to do is a few hook removals over the years, but she is there in case we need her. Speaking of worse-case scenarios, we offer our group-rate pricing for Global Rescue coverage. Our rate is 30% off the standard pricing. Again, we've never needed to use this service, but we would much rather be over-prepared for anything. Our Crew has seen it all, and they know how to respond. We have backup plans for our backup plans.

ACTION: Sometimes the harder we work to tell someone how safe our adventure is, the worse their fear becomes. Read your client well, as it may not be worth forcing the issue. The fact is that the jungle is a very wild and unpredictable place, it's why we love it so. Frankly, if everything was easy and predictable here, then we would likely be somewhere else. Don't force the issue, as this trip is not for someone who needs everything to fit into a specific box. This is a great question to run by our previous trip hosts and see how they handle it. They'd be happy to help.

Other Tips and Strategies:

- **The best time to approach a Guest for a destination trip this big NOW (12 months out is perfect).** Some Guests start planning 16 months in advance for trips like this.
- **The best month to book this Guest is most likely in January.** If they are still working executives, they will have first shot at vacation dates and will be submitting their requests in January/February. Take full advantage of this timing.
- **Use the January and February Consumers Shows to your advantage.** We typically have a booths at the Fly Fishing Shows in Denver, New Jersey, and Atlanta as well as The Sportsman's Shows in Denver and Scottsdale. Hopefully you're starting to see a powerful strategy in timing here: Introduce the client to the idea of this trip late in the year, let them research and contemplate until January, then send your potential Guests to our booth and let us help you close them. Remember, we are NOT competing with you. We ONLY run hosted trips, so put us to work for YOU!
- **Be sure to reference our second episode on Discovery Channel's Seasons on the Fly will be airing.** Even if your clients are conventional anglers, this episode walks the viewer through a typical week with us. The episode is available on demand with Discovery, or you can watch two versions of it on the Videos page of our website (<https://www.nomadicwaters.com/our-videos>)
- **A 50% deposit will hold their spot, and the balance is due 90 days before their trip.** This gives you plenty of time to walk them through their questions and concerns, and if you are a retailer, to hand-hold them through their purchases. Most Guests do not own a 9 weight fly rod or "chopper" baitcasting outfit, and they certainly don't have the proper terminal tackle to run those systems. Also, the proper clothing is absolutely critical here. All these things add up to a great opportunity for you to help them purchase what they need for this adventure. Note: We do offer rental gear and our own branded clothing, but again, we are doing this because our Guests continue to arrive with the wrong items. This is an opportunity for you. Rentals and clothing are not profitable categories for us, so we would much prefer that you sell these items to your Guests first!

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