

TRAVEL TECHNOLOGY TO DRIVE PRODUCTIVITY

Surpass Your Sales Goals
by Taking Business Travel
to the Next Level.

By The Canadian
Professional Sales
Association



Canadian Professional
Sales Association
L'association canadienne
des professionnels
de la vente

Since/Depuis 1874

Despite the many great communication technologies available, there is nothing quite like closing an important sale face-to-face with your client, developing rapport and launching your organization a step ahead of the competition. That's why business travel is more critical to sales professionals now than ever. Yet, as a modern road warrior, making the trip from point A to point B as seamless as possible can be a daunting task, only compounded by everyday responsibilities. In order to make your trip as unified as your sales approach, understanding the value and efficiencies business travel can provide your organization, is an essential component to a successful sales structure.

Mastering Mobility	03
Managing Travel Expenses	04
Streamlining Operations	05
Turning Expense Into Investment	06

HIT THE ROAD

While the allure of digital communication makes virtual meetings and go to conferences an attractive route, the importance of face-to-face contact can often be the difference between closing a sale and pushing your lead to the competition. **An astounding 93% of respondents in a recent CPSA study revealed that their clients are typically more eager to spend money with their organization after having a face-to-face meeting.**

Although corporate travel is often perceived as a costly function for many organizations, understanding how to optimize spending and efficiency provides sales professionals with the opportunity to convey approachability and gain trust with both new and existing clientele. As our economy fluctuates, companies of all sizes have remodeled their budgets to eliminate areas that do not support growth. As such, companies look to limit, and in many instances eliminate business travel to cut costs, which removes the grey area of whether travel will result in a return on investment.

Contrary to popular belief, corporate travel is essential in the maintenance of existing customers, enables the conversion of new prospects and engages the interest of entirely new clients. Therefore, the reduction or elimination of spending for business travel can significantly impact your revenue.

What would happen if companies were to remove business travel from their corporate plans?

- For every dollar of forgone investment in business travel, companies forfeit up to \$12.50 in incremental revenue. *
- Curbing business travel can reduce a company's profits for years. An average business would forfeit 17% of its profits in the first year of eliminating business travel and it would take more than 3 years for profits to recover. *
- An estimated 28% of current business would be lost without in-person meetings. *
- A decrease of roughly 40% in prospective clients which convert to new customers due to an in-person meeting compared to just 16% without such a meeting. *
- For modern road warriors, business travel is fundamental to building and maintaining a level of commerce that will continue to expand sales opportunities. *

MASTERING MOBILITY

Currently, the business travel community is filled with mobile applications that can make the world of difference while on the road, allowing companies to streamline their travel experience with the click of a button. Many travel businesses like airlines, hotels, car rental companies and even taxi businesses, offer mobile apps that improve access to their services while on the go. Making point to point booking as seamless as possible has become a large part of what makes modern business travel easier than ever.

For those professionals who spend more time on the road than in the office, use these apps to help turn your phone into the most diverse and hassle free travel companion you could ever need.



Here On Biz

Here On Biz is an app for business professionals, bringing together all of your professional contacts into one app. Quickly see which of your contacts are around you, keep tabs your colleagues as they travel about, and get introduced to new professionals of interest in your vicinity.



Around Me

The Around Me application allows users to find nearby points of interests such as restaurants, hotels, theatres, parking and hospitals. It's a good solution for finding client entertainment options in unfamiliar places.



City Maps 2Go

Need access to maps for new cities but don't want to pay roaming fees? Maps2Go offers more than 6,700 maps from around the world and is not limited to city centers, even small towns are covered.



Flight Track Pro

FlightTrack Pro provides updated flights times, terminal and gate numbers as well as terminal maps. Additionally, it forecasts delays based on historical data and it taps into SeatGuru's seat charts to show you leg room and amenities.



Seat Guru

Enter your flight number and consult one of Seat Guru's nearly 800 cabin layout charts, which offer details on legroom, seat-back amenities, recline ability, and proximity to bathrooms.



Mile Blaster

Mile Blaster is a mileage tracker that lets you keep tabs on your points from most major domestic and international airlines, as well as car-rental agencies and hotel programs.



Road Ahead Highway Exit Finder

Road Ahead Highway Exit Finder allows you to find the best highway exit depending on your travel needs.



Uber

Uber is a mobile application that connects travelers with drivers of vehicles for transportation services. Simply download the app to request a ride and you'll receive a text message when your driver arrives. Uber allows you to keep your credit card on file for easy payments and will email you a receipt detailing your trip.

MANAGING TRAVEL EXPENSES

Largely, expense management in respect to travel is misunderstood or misused by corporations, making its role an important area for improvement. Not only does expense management provide the opportunity for visibility into spending patterns and budget allowances, but it also permits for policy enforcement, which aids in the evaluation of how travel decisions are made and how their outcomes can be measured to improve future endeavors. Proper expense management allows companies to complete reviews of travel expense data, maximizing control and increasing compliance, which streamlines and simplifies business functions.

Try out some of these technologies to add an additional layer of value to your travel expense management.



Automilez

Automilez allows you to easily track your mileage through the GPS capability on the iPhone, by generating detailed mileage logs after every trip, which allows you to find the most accurate deductions possible.



CheckMyTrip

CheckMyTrip allows users to download and store previous trips and their details right onto their phone through the Amadeus Distribution System. CheckMyTrip allows companies and their business travelers to stay on track of travel budgets based on previous spending patterns.



Trip It

Trip It allows you to manage all your itineraries in one place. It stores flight information, car rentals, hotels and activities for both current and past trips. Aside from the obvious organizational benefits, being able to go back and look at previous trips can be valuable in tracking down expense related details.



Expensify

Expensify allows for a unified tracking all of your expenses from a single app. Once you sync all of your credit and debit cards into Expensify, the app tracks each expense as you go, compiling an easy-to-navigate expense report at the end of your trip.



SAP Travel Expense Report

SAP Travel Expense Report is a mobile application that allows travelers to simplify the creation of expense reports. Through this application, travelers can charge corporate credit cards, save expense reports, expense entries and attachments as well as send expense reports for approval.



Concur

Concur is a leading provider of integrated travel and expense management solutions, that provides easy-to-use web-based and mobile applications that enable companies to control costs and save time. Companies can keep track of and share their travel plans, create, review and approve expense reports, book and even change travel itineraries.

STREAMLINING OPERATIONS

Being in and out of the office regularly can impact operational efficiency, including budget and workload once back in office. In an effort to reduce travel expenses, companies can decrease the number or frequency of travelers sent out of office by using a combination of direct and indirect gatherings simultaneously. Not only does this defer the cost of sending multiple sales representatives, but offering face-to-face contact in conjunction with external conferencing technologies can provide immediacy and make a valuable impression.

Here are a few technologies available to sales professionals to help streamline time spent in office:



Card Munch

Card Munch is a free iPhone application that allows users to snap pictures of business cards, which automatically get converted into contacts. As well, Card Munch will show you LinkedIn profiles for connections you have in common. No manual data entry after conferences and meetings can save you hours of work.



Dropbox

Dropbox is a free online document sharing software, which allows you to share documents, photos and video. Invite others to view any folder in your Dropbox and you can save files straight onto their account. Dropbox eliminates accessibility and file size problems which is often challenging when you work remotely or need to interface with people offsite.



Evernote

Evernote is a group of services designed for note taking. Notes in Evernote can be a group of text, a full webpage, a photograph, a voice memo, or a handwritten note, which can be sorted, tagged, edited, exported and shared as part of one consolidated notebook. It eliminates the need to transcribe meeting notes once back in the office with its export ability, saving you valuable time.



Go To Meeting

Go To Meeting is an online meeting and video conferencing software that enables the user to meet with other computer users in real time. The software is designed to broadcast the desktop of a host computer as it connects to a group of other computers on the internet.



LogMeIn

LogMeIn gives you easy remote access to your PC or Mac from your browser, desktop and mobile devices. Premium features like file transfer, file sharing and remote printing help you stay connected and productive wherever you go.



Skype

Skype is a free instant messaging service which allows users to speak, see and instant message others through the application in real time. Skype can be used on your phone, computer or even television.



Sign Easy

Sign Easy is the simplest and most convenient way to sign documents and fill forms right from your phone. Get commitments on the spot by eliminating the hassles of having clients print, scan, fax and ship signed paperwork.



Zoom Cloud Meetings

Zoom allows users to merge video conferencing and web meetings into one application. Participants simply join a cloud meeting to access face-to-face screen sharing – anytime, anywhere, on any device.

TURNING EXPENSE INTO INVESTMENT

Since the function of corporate travel touches many aspects of a corporation, its purpose must be a highly weighted facet to yearly business plans and decisions as a whole. Whether managed internally or sourced externally, corporate travel can prove to be a very strategic use of funds which allows companies of all sizes to travel based on their unique set of circumstances. Exhausting the technological mediums available to the modern sales professional today, adds an additional layer of value to the process as a whole.

Business travel is an investment that organizations can use to benefit their bottom line. By optimizing the travel experience from start to finish, not only will travelers have a more positive experience, but their insights will enhance the opportunity for a greater return on investment. Corporate travel is not only an expense, but an asset, that if executed correctly, can change the average business traveler into a modern road warrior.

* Oxford Economics, and The U.S. Travel Association. "The Return on Investment of U.S. Business Travel."

Oxford Economics. N.p., Sept. 2009. Web. <<http://www.oxfordeconomics.com/Media/Default/Industry%20verticals/Tourism/US%20Travel%20Association-%20ROI%20on%20US%20Business%20Travel.pdf>>.

Over 70% of CPSA members save more than \$1500/year in travel-related costs alone!

Our travel, insurance, auto and business benefit programs provide savings that will fall right to your bottom line.

Become a CPSA Member.
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EXPLORE OUR MEMBER BENEFIT PROGRAMS

Travel Save Pro>>

Save up to 60% off corporate hotel rates at over 1,000 hotels across Canada, up to 30% off car rentals, 25% off at Park'N Fly, and discounts with Via Rail.

Auto Save Pro>>

Receive fuel discounts of up to 3 cents off per litre, consistent car rental discounts of up to 30% off, and discounts on other services such as mileage logging.

Insurance Save Pro>>

We've partnered with Manulife Financial, Cornerstone and Reliable Life to offer members between 20% - 40% off typical insurance premiums on travel, home, auto, business, disability, health, and dental.

Business Save Pro>>

Save on business services essential to your success. Receive up to 35% off on shipping, 20% off professional development, up to 50% off job postings, and more.

THE CPSA CAN HELP YOU SELECT, RETAIN, AND DEVELOP A SUCCESSFUL SALES TEAM.

1. Recruit and assess the right sales professional the first time.

Begin your search for qualified candidates on SalesJobsCanada.com, a niche job board for sales professionals. Once you've selected some candidates, use [a psychometric sales assessment](#) to evaluate whether they have the skills necessary to succeed within your business.

4. Develop your sales team on an on-going basis to stay current and strengthen their skills.

Demonstrate your commitment to sales excellence by continuing to provide [development opportunities](#) for your sales professionals that keep them at the top of their game.

2. Train and coach your team to increase sales productivity.

Invest in your most valuable asset through ongoing [sales training](#) with the Canadian Professional Sales Association (CPSA). We can help you better understand, service, and communicate with your clients and prospects in order to develop more profitable, long-term relationships.

3. Certify your sales professionals to gain a competitive advantage.

Open the door to bigger sales opportunities by encouraging your sales people to obtain the [Certified Sales Professional \(CSP\) designation](#). This well-recognized designation validates your role as an experienced, consultative sales professional.



To learn more about CPSA's sales training or other products mentioned above, contact us at SalesSuccess@cpsa.com or visit www.cpsa.com/training.

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Kristin Cowles is the Marketing Manager at the CPSA, managing both inbound and outbound marketing initiatives. She's responsible for creating and executing campaigns to achieve organizational objectives.

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Holly Speers is the Marketing Coordinator at the CPSA. She manages e-mail communications and the Sales Connexion e-newsletter, as well as social media communities and the creation of specialty marketing collateral.

About The Canadian Professional Sales Association (CPSA)

The CPSA is Canada's leader in developing and serving sales professionals. We are dedicated to enhancing the effectiveness, efficiency, and professionalism within the sales community. Since 1874, our 27, 000 members have been selling more, and saving more. Become a member today, and enjoy special travel and business discounts, as well as access to exclusive sales and business resources.

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