

SERVICE DELIVERY GUIDELINES PREPARING FOR THE CHINESE VISITOR

SALES AND MARKETING



Chinese visitation to Australia has been growing strongly over the past ten years and has seen Australia reach its 2020 goal of one million visitors in March this year – making it the largest and fastest growing of all inbound markets.

Year ending March 2016, 34,000 Chinese visitors included South Australia in their itinerary, spending \$211 million, making it our most valuable international market. Projections suggest that if we maximise the growth of

Chinese visitation to South Australia we could attract up to 57,000 visitors by 2020 with associated expenditure of \$450 million.

To achieve this potential, it is essential we understand the current Chinese visitor, as well

as the likely changes in travel patterns that are to occur over the next five years and look at ways to prepare and deliver the expectations of the market.

The South Australian Tourism Commission in partnership with Fastrak Asian Solutions

has developed this series of service delivery guidelines to assist our industry partners in preparing South Australia to meet the expectations and grow visitation from one of the fastest growing markets – China.

You will have to adjust your sales material as highlights will be different for the Chinese visitor market. Make your message clear and simple.

Identify your unique selling proposition (USP) and then develop a simple and clear message that will provide all the necessary information that trade and potential customers might need. This one page message can then provide the basis for your flyers, sales materials and online presence.

SALES

With the product and sales material adjustments made, you should now have a clearer, simpler, and more relevant sales proposition and product for distributors (and Chinese visitors).

The sales approach also involves cultural understanding and etiquette, as well as a few basics like business cards, names, seniority and of course “face”.

A really good motto for sales calls is “you have two ears and one mouth – use them in that proportion” – listening is the key!

Slowing your speech down a little (not to a very slow drawl) is a good start, and remember that translation takes time, and if you are using consecutive translations then everything takes twice as long.

Only develop more elaborate sales materials as business warrants.

Your ‘one pager’ can be in English, but preferably in Chinese as long as it is written correctly. Refer to the points already outlined in the guidelines in relation to language and translations.

THE SALES APPROACH

- Be where customers are looking for you
- Understand and respect distribution channels
- Understand Chinese business culture

THE SALES CALL

- Meeting and greeting is key
 - respect and engagement
- Relationships before business
- The good of the group not the individual

AT SALES CALLS

- Business cards are important
 - use two hands and do not discard them
- Address individuals with correct names and titles
- Listen and be respectful
- Ask open not closed questions to protect “face”

ADJUST YOUR SALES MATERIAL

- Be relevant to the Chinese visitor
- Provide a clear and simple message
- Provide assistance to the trade and the customer
- Work in with distribution and planning channels
- Do the basics first (your “One Pager”, short videos, menus with photos, and on-line materials), then more as business warrants

DEVELOPING YOUR “ONE PAGER”

- Outline your USP
- Explain not just what you have, but, more importantly how to interact with your product
- Include any rules or requirements the visitor needs to know

“ONE PAGER” LANGUAGE

- Can be in English as over 90% of Chinese visitors can read and understand
- Keep sentences short and to the point, and use pictures and international signage where possible
- It is much better if it is written in Chinese as long as it is written correctly

TRANSLATIONS

- Chinese language is all about the meaning NOT the words!
- Use simplified characters for all written material

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CONTACT

For more information and the full series of Service Delivery Guidelines – Preparing for the Chinese visitor, see www.tourism.sa.gov.au