



SELLING

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# THE SILK ROAD

ITB - MARCH 8, 2018

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***Practical tools to help you sell  
more Silk Road tours***

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# Be Original

Pamir Highway Tours

Pamir tour service

Pamir Adventure

Pamir Silk Explore

Tour de Pamir

Pamir Tours

Pamir?!



*Reply to*  
**EVERYONE**

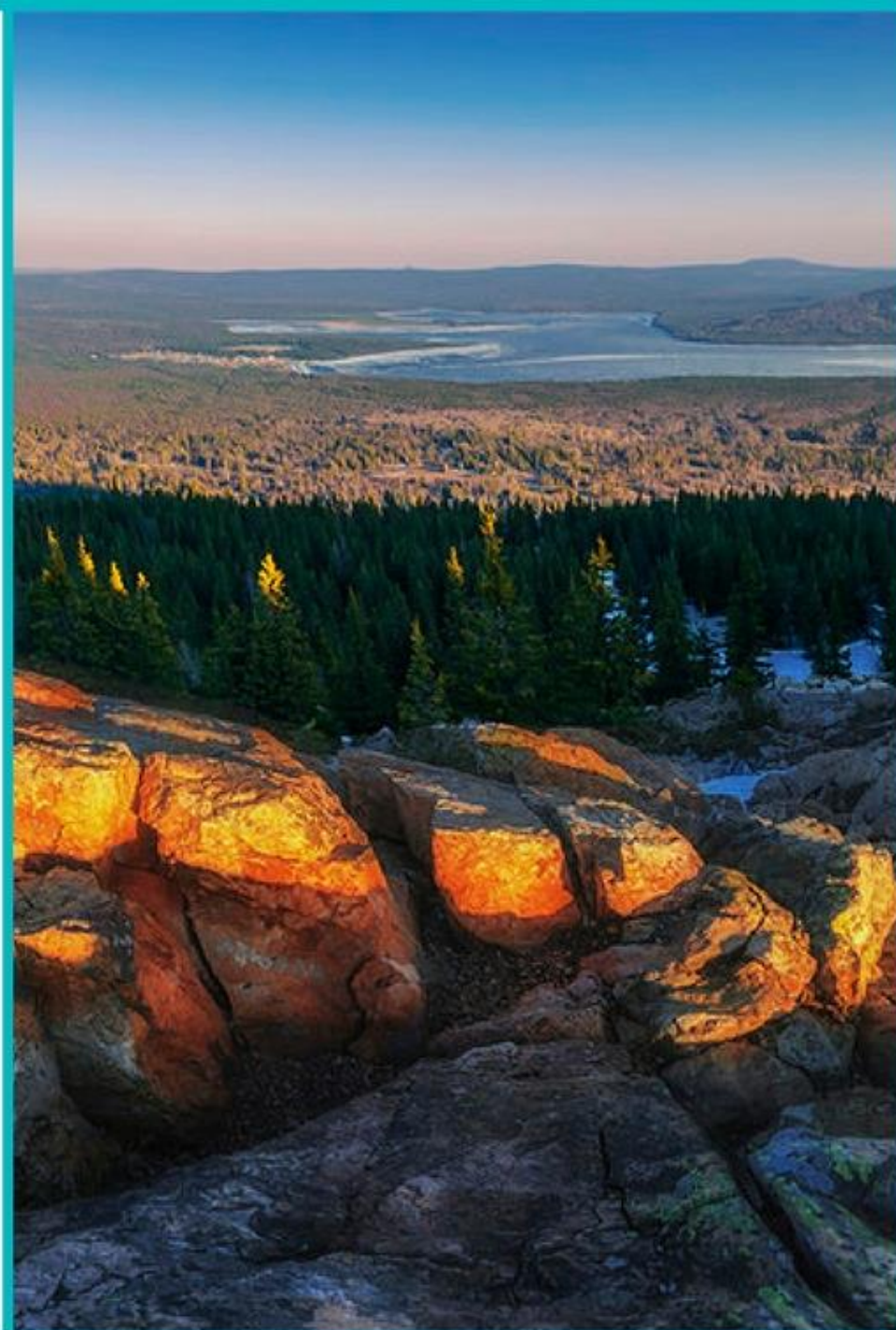
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***Listen to your  
client's:***

- ***When?***
- ***What?***
- ***How?***
- ***How long?***
- ***How much?***



# The rule of 5 Seconds

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**No**

**JEWELS**



**No**

**GEMS**





# REVIEW

&

# REACT



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*"How to form a successful  
partnership in Central Asia?"*

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# QUESTIONS?

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