

the art of selling Piedmont



Armed with maps and bus passes, our sales personnel spent two weeks in the London area calling on travel agencies and corporate accounts. They also hosted three receptions for travel agency owners and civic leaders. In addition, they visited hotel properties being offered by Piedmont Vacations. Posing with

a London guard during a tour are (kneeling, l to r) Frank Sarakaitis (CAE), Mike Usher (INT), Marsha Jenkins (CLT), Cindy Dixon (MIA), April Hawley (INT), and Jim Van Woert (ROC); (standing, l to r) Ben Bailey (TRI), Todd Neuman (MSP), Chrystal Sanchez (PHL), Steve

Clary (MCO), Jim Caldwell (AVL), Rhonda Groce (ORD), Joan Myers (DCA), Derrick Surratt (RDU), Pam Atkinson (tour development, INT), Dave Myrick (sales planning, INT), Mark Arrington (TPA), James Douglas (CLT), John Tingle (DEN), and Mike Barefoot (ORF).

Ads, blitzes, brochures, and the like—marketing has been touting our new London service both in the United States and abroad. Here are just a few examples of the work that has been going on as these employees sell Piedmont.

Piedmont Vacation is offering four tour packages in conjunction with our new London service.

The four packages are:

London to Enjoy—six nights at selected hotels with private baths, continental breakfast daily, round-trip rail transfers between Gatwick and Victoria Station, and a seven-day London regional transport pass; priced from \$739.

London Showtime—hotel accommodations for six nights, continental breakfast daily, two theater tickets/person, and a tour of English countryside; priced from \$819.

Great Britain Fly/Drive—six to 14 nights at hotel with private bath, car rental, and free phone-ahead privilege for hotel reservations; priced from \$719.

The Best of Britain—One week escorted motorcoach tour of England and Scotland; priced from \$1,084.

Piedmont Vacations are inclusive tour packages which carry the Piedmont private label and are a combined effort with Funway Holidays.



Sam Keene, city sales manager-RIC, greets the Honorable David Cornwell, Lord Mayor of Richmond on the Thames, England, at a reception and dinner held in Richmond, VA, for the entire travel agent community of central Virginia. Members of Richmond on the Thames' city council and the former British Ambassador to Bulgaria also attended the event celebrating our upcoming London service.



People traveling to the United States via New York often must wait in long lines at Customs before entering our country. In fact, in one of our new ads which will begin appearing in the U.K. June 16, the wait is so long, a man's short beard now

drags the ground, a young boy has out-grown his clothes, and a pregnant woman has given birth.

"This 40-second television spot points out that at CLT, getting through Customs is quick and easy," Jim Robinson, manager-advertising, explains.



Sales personnel blanketed travel agencies in the Tampa area with brochures, posters, and banners this spring. They also gave out tea tins, shaped like double-decker buses with Twinings' English breakfast tea bags inside, to travel agents to promote our new service. Among those taking part in this sales blitz are (l to r) Mark Arrington, TPA sales representative; Keith Holden, EWR sales representative; Terrell Mellen, LAX sales representative; Davis Gray, TPA sales manager; and Chrystal Sanchez, PHL sales representative.