

Best Practice



for TMCs and Suppliers

General best practice for both parties

- 1 Clarify expectations**
by discussing, aligning and establishing key objectives for the relationship. Map out a wider strategy to align goals: What outcomes does the relationship aim to achieve? What will be delivered by each party?
- 2 Communicate clear targets**
for both qualitative and quantitative aspects of the partnership.
- 3 Ensure both parties are engaged, knowledgeable and equipped**
to make decisions on the subject matter and business discussed.
- 4 Maintain formal processes inside and outside of meetings**
including meeting deadlines, sharing agendas and providing updates.
- 5 Implement the necessary tools and developments**
to support partner needs.
- 6 Align goals and strategies between the TMC and partner**
the ultimate client for both the TMC and the partner is the customer, while that customer involves the traveller themselves and the travel manager in the client organisation.

Tips for TMCs When working with suppliers



Align

Clearly define the number of partners and the supplier's position in the partner hierarchy.



New business

Deliver strategic reviews of business opportunities and accounts, assessing client/product fit, spending and projected market share shift for the supplier.



Visibility / Transparency

Ensure this by involving suppliers in client quarterly business reviews and sharing management updates, including new client wins and losses.



Understand ROI*

Recognise the value of different types of marketing events and activities that work to deliver the partnerships' ROI.



Be specific

Share sector-specific analysis, as well as segment and industry trends. Ensure the data requested is necessary and effective for the end customer.



Proactivity

Allow the supplier to review wider opportunities among the client base with the opportunity to be involved in conversations directly.

What does an excellent partnership look like?

It is vital that both TMCs and suppliers have a clear understanding of TMC/ supplier partnership aims.

However, this is not always the case and the value of these relationships is questioned. Issues such as transparency and data sharing, strategic alignment and mutual understanding are outlined by both parties as areas of concern and must be addressed to ensure productive ongoing relationships.

"This year, more than ever, TMCs and corporate suppliers need to work closely together to define and redefine their relationships. These should be strategic partnerships which recognise that the value a TMC offers goes far beyond delivering everyday transactions."

Clive Wratten
CEO of the Business Travel Association (BTA)

*ROI return on investment

Tips for Suppliers When working with TMCs



Transparency

Training materials and objectives should be shared with TMCs at least seven days in advance of meetings.



Recognise the holistic travel network

Suppliers must consider the holistic travel network and TMCs' role within it, collaborating with.



Team members

New representatives should be equipped with adequate inductions and briefings on the TMC and their needs prior to.



Understand ROI*

TMCs serve customers on suppliers' behalf, facilitate profitable relationships, distribute content efficiently and offer comprehensive travel management.



Availability

Suppliers should wherever possible, provide 24/7 trade support, regularly following up with the TMC to ensure needs are met.



Presentation

Avoid lengthy presentations and always provide commentary alongside figures.