

6 Reasons Why Business Travel Is Important



Without question, phone- and video-based meetings are easy. But was taking the easy path ever a long-term solution for success? The benefits of in-person business meetings are overwhelmingly persuasive. Here are six of the top reasons you want to keep your team engaged in travel.

1. To Close the Deal Better

In-person meetings generate more and better closings than their remote alternatives. According to [Great Business Schools](#), the in-person closing rate is 40 percent. In-person closing lets the buyer feel confident in asking more questions more efficiently, which can increase trust. In-person discussions also promote clarity of communications, which can reduce confusion and post-sale support issues.

2. To Put Skin in the Game

It's human nature: The more we invest in something, the more of an active interest we take in its outcome. Whether or not you paid for the airfare and hotel, we all grasp the sacrifice that goes into business travel. Those around the meeting table may be in the same circumstance. Even if they're not, though, others will appreciate that, and you will act with more determination to make your sacrifice worthwhile. The same is true for job-related training. Some types of in-person instruction, such as leadership training, offer greater benefits than online learning due to their role playing and interactive nature.



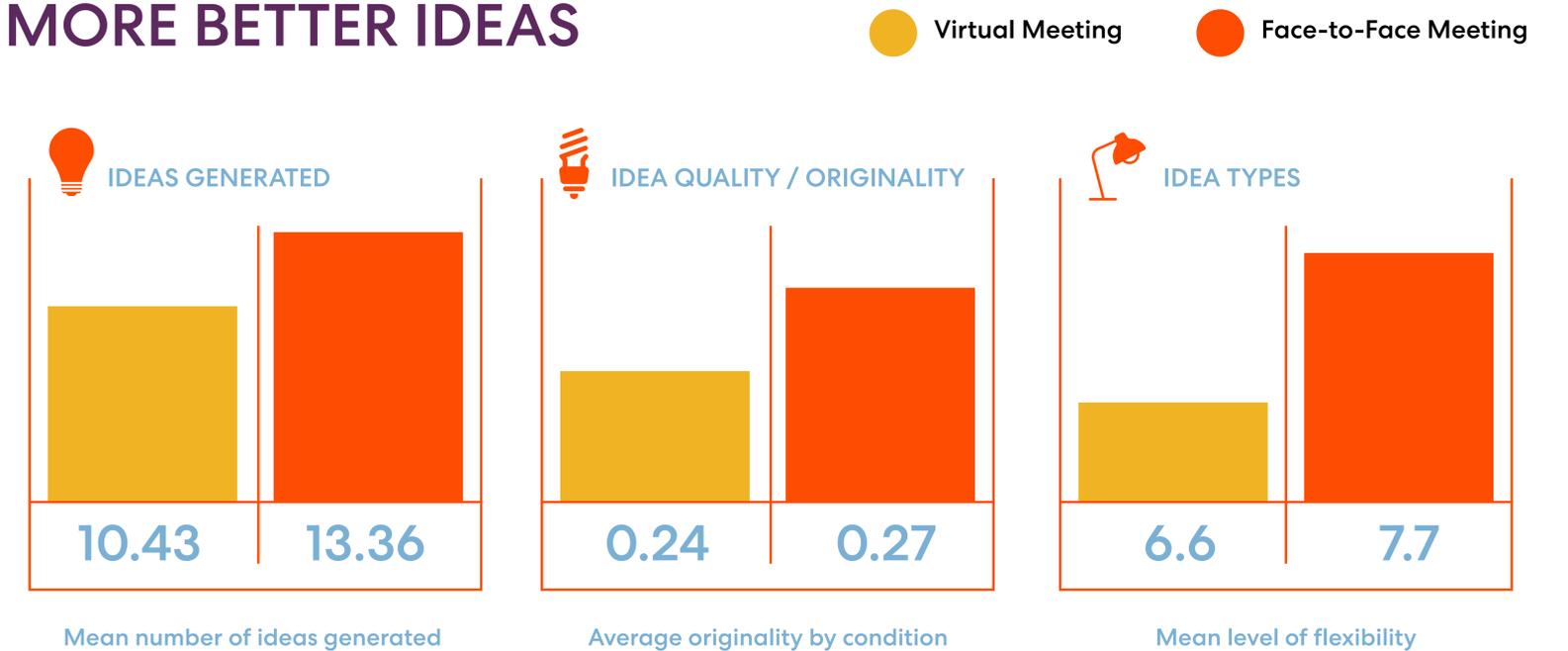
3. To Avoid Risks to Business Outcomes

Even if you're the type who loves working from home, there are many distractions. It's no surprise that virtual meetings can present opportunities for negative business consequences. [This survey](#) listed 20 negative outcomes, including ineffective negotiating, lost attention, and low tolerance of diverse views. Respondents said virtual meetings would more likely cause all the negative outcomes on the list, while just 17% said the negative outcomes would be more likely caused by meeting in person.

4. To Create Better Ideas

The quality of the ideas we generate when face to face is better than when we're distant. An infographic compiled by Great Business Schools shows some startling advantages when comparing in-person meetings against virtual ones. When in-person, we generate 28.1% more ideas overall. That's valuable in its own right, but even better is the fact that idea quality/originality goes up by 12.5%, as well. Similarly, the mean level of idea type flexibility increases by 16.7% when face to face. So, if you're serious about stimulating more, and more creative, ideas, try meeting outside the home office.

MORE BETTER IDEAS



Source: GreatBusinessSchools.org, updated May 18, 2021

5. To Create Trust With Small Talk

According to Harvard researcher Amy Cuddy, we judge others according to their trustworthiness/warmth and competence/strength, in that order, because strength before trust elicits fear. “Even a few small nonverbal signals...can show people that you’re pleased to be in their company and attentive to their concerns,” writes Cuddy and her co-authors in the [Harvard Business Review](#). “Prioritizing warmth helps you connect immediately with those around you, demonstrating that you hear them, understand them, and can be trusted by them.”

6. To Be More Profitable

Read on this topic long enough and you’ll stumble onto a paper titled “The Return on Investment of U.S. Business Travel.” The study’s findings are compelling:

- Every dollar spent on business travel yields \$12.50 in incremental revenue.
- The average U.S. business would shed 17% of profits in the first year of eliminating business travel.
- 28% of current business would vanish without in-person meetings.
- In-person meetings convert roughly 40% of prospective customers into clients; only 16% convert without in-person meetings.



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