



SOCA QUARTERLY

ACCESS INTO EXCLUSIVE YACHT INDUSTRY

5 REASONS YOUR CLIENT-FACING BUSINESS SHOULD COLLABORATE WITH US

BY: SHEILA RUFFIN



Photography credit: Soca Caribbean Yacht Charters

1. GRAB THEIR ATTENTION

Attention is an important component in generating sales and growth. In a competitive market, you must find new and unique ways to grab a (potential) client's attention. Let us offer yacht travel arrangements to your clients as part of your financial planning, legal, real estate, or other advisory practice.

**Sheila Ruffin is The Boss of Soca Caribbean Yacht Charters.
Book now at www.socayachtcharters.com.**



2. EMOTIONAL CONNECTION

Adding our yacht travel services will help form an emotional connection with clients. Join them on the yacht for an exquisite meal or send them a special gift prior to the charter. Your clients will engage more with your company and be loyal to you because you valued and appreciated them.

3. THE INNER CIRCLE

Swimming in crystal clear waters, exploring island hills, and snorkeling in the Caribbean Sea . . . your client's spouse, children, in-laws, and best friends will remember this vacation for a lifetime, landing you multi-million dollar deals.

4. REFERRALS

After your clients experience our upscale and luxurious yacht vacations, they will tell their friends and colleagues what it is like to do business with your company.

5. VALUE-ADDED

Instead of forcing your company's brand in every aspect of the business deal, market our collaboration as value-added to your other services. This will help lighten the conversation and provide relief in a stressful business decision.

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