

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 reasons you should consider encouraging your employees to travel for face-to-face meetings.

1. Win More Deals

In-person meetings generate more efficient and productive deal discussions than their remote alternatives. In-person discussions also promote clarity of communications, which can reduce confusion and delays the sales cycle. According to [Harvard Business Review](#), an in person request is 34 times more successful than making that same request over email, so it makes sense for sales teams to consider in-person meetings as part of their deal process.

2. Build Better Relationships

By sitting down with a customer or prospect in person, you demonstrate you value their business by putting in the time and effort required for a face-to-face meeting. They'll leave the meeting feeling like they got to know you and your company as people—which rarely happens in an online conversation. It's no wonder [a study](#) by the Harvard Business Review shows that 95% of survey respondents say “face-to-face meetings are a key factor in successfully building and maintaining long-term business relationships.”



3. Avoid Zoom Fatigue

New [research](#) provides evidence that video conferencing is mentally exhausting and increases distraction and the likelihood of multitasking. More than 92% of study participants recognized feeling tired after video calls. Organizational behavior experts agree that face-to-face meetings are the best way to capture a person's full attention and cut through multi-tasking tendencies.

4. Reduce Tech Trouble

Tech trouble can be one of the most frustrating parts of remote meetings. Buffering video, audio that cuts in and out, or a weak Wi-Fi signal can make virtual discussions, if not impossible, certainly less effective. While it's impossible to guarantee online meetings won't be subject to bad internet connections, it's safe to say teams in the same room with meeting attendees will be able to clearly communicate and reap the benefits — no internet required.



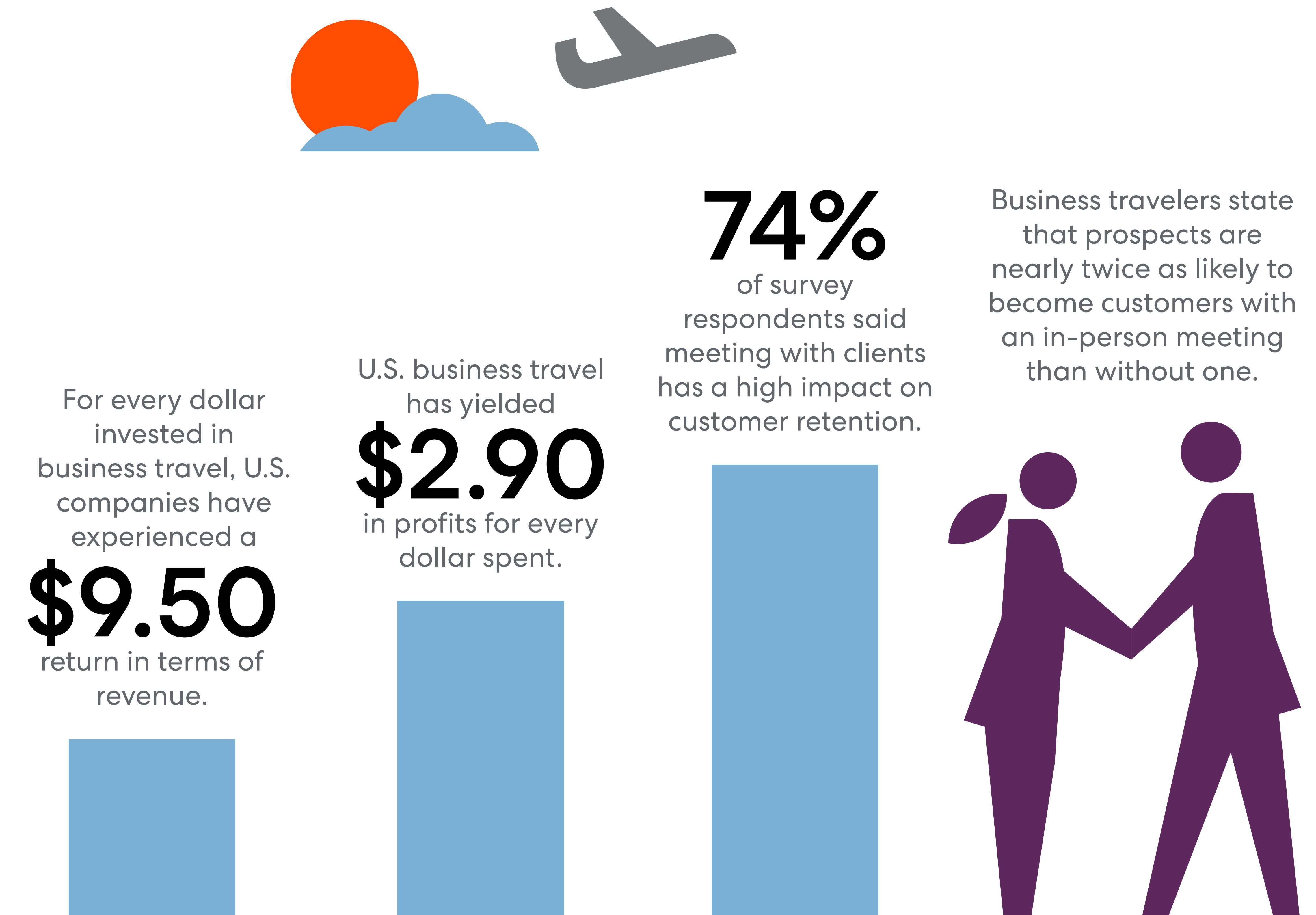
5. Create Trust

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. Increase Returns

The U.S. Travel Association conducted research on the overall benefits and role of business travel. Some of the most compelling findings include:

- For every dollar invested in business travel, U.S. companies have experienced a \$9.50 return in terms of revenue.
- U.S. business travel has yielded \$2.90 in profits for every dollar spent.
- 74% of survey respondents said meeting with clients has a high impact on customer retention.
- Business travelers state that prospects are nearly twice as likely to become customers with an in-person meeting than without one.



Source: “The Role of Business Travel in the U.S. Economic Recovery”, U.S. Travel Association

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