



How To Get The Group Leader To Commit And Deliver: Part 1

When groups fail, travel professionals tend to blame the group leader and the guests.

I assure you, *they would have failed miserably even without you.*

So what good are you?

The travel professional is hired to 1) reduce stress, 2) add convenience, 3) increase value, 4) enhance the experience and 5) eliminate risk.

We are hired so groups don't fail.

Here's how to get the commitment from a Group Leader and motivate them to maximum performance.

A word of caution: The Group Leader will fail you IF:

... you are not in perfect harmony. The risk of failure is high if you are out of alignment. *Stay synchronized in mission, purpose, decisions and actions.*

... you do not maintain control, the risk of failure is high. Since you have been hired to produce this group event, you have been awarded the top position. You earned it so go do as promised. *Collaborate, service at a high level, but never relinquish control.*

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A 10 step plan to cultivate a superstar Group Leader

Step 1: Agree on a mission statement for this group trip.

Whether you call it the goal, objective or mission statement, it is the most powerful one sentence of all. *It is the umbrella over all decisions and actions.* All stakeholders must memorize it. Stakeholders include the Group Leader and his or her team, prospective guests, everybody on your team plus suppliers.

Step 2: Draw up the agreement letter.

Collaborate on the Group Leader Agreement Letter. Get the signature. *This sets expectations and creates accountability* for all primary tasks. See my Week Two video course for instructions.

Step 3: Create a key contact list of primary players.

Call them your GO TEAM. This main contact list is critical so that everybody is clear on 'who's who'. Include mobile numbers, emails and addresses. Hours of availability and positions within their organization and within your agency are good to include.

Step 4: Calendar important booking-related dates.

Layout the long list of key deadlines for bookings and registrations. Synchronize with the GO TEAM. Include Pre-Sale, On-Sale, Promotional Offers, Final Deposit, Final Payment, Changes, Cancellations, Special Requests, Excursion Sign-ups, Upgrade Requests, Insurance (if offering upgrade options), Dining Requests, etc. List the people responsible for handling these tasks.

Step 5: Finalize the marketing & promotional campaign.

Layout the entire marketing & promotional plan. *Include production schedules* for collateral materials, online pages, advertising, email blasts, etc. List the specific people who are responsible for these tasks.

Step 6: Finalize the calendar of pre-trip events.

Agree on dates, locations and details of 'live' event plus all webinar and conference calls activities. List the specific people who are responsible for executing each event. *Include your participation in their regularly scheduled events*, not just those created to promote this group trip.

Step 7: Create a work-flow chart.

Go back and enhance the key contact list to include a list of roles and responsibilities for the GO TEAM.

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Step 8: Chair a GO TEAM meeting (all key people who have responsibilities) and do a walk-through.

Include people on your team and the Group Leader's team. *Set an Agenda. Do a day-by-day review* of ALL OF THE ABOVE activities. Share the mission statement. Outline what role the Group Leader will play in the meeting. (It is essential they speak and endorse everything presented).

In your meeting, make these points perfectly clear:

- a. **This action plan is a well-thought out collaboration** between you and their Group Leader.
- b. To have a totally successful group trip, **everybody has been given a very specific and important role to play.**
- c. **Now is the time to communicate concerns**, questions or suggestions.
- d. **Now is the time to request any tools** needed in order to accomplish the tasks.
- e. **Now is the time to reveal obstacles** that may prevent the tasks from being accomplished on time.
- f. **Deadlines are firm.** These schedules have been meticulously created for the GO TEAM and for the guests. They take into consideration key deadlines with the suppliers involved. Missed deadlines have serious consequences. Please be upfront and honest with guests that no exceptions or extensions will be possible.

Step 9: Meticulously plan out the event itself, day-by-day, hour-by-hour.

You (and possibly the Group Leader) must *collaborate with the supplier(s) involved* to be sure they can deliver.

Step10: Chair a GO TEAM meeting to coordinate product delivery

Do a thorough walk-through of roles when on the trip. As the departure date nears, meet at least weekly, probably daily, to synchronize the trip details.

See the PDF download: How To Get The Group Leader To Commit And Deliver for Part 2

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“Arouse in the other person an eager want. He who can do this has the whole world with him. He who cannot walks a lonely way.”

— Dale Carnegie