



How to Avoid Group Disasters By Picking (and nurturing) Winning Group Leaders

When groups fail, most agents blame the **group leader** for letting them down. Truth is, *a group leader can't let you down because they don't hold you up.*

They hired *YOU* to do the job.

I did choose the word *hired* for good reason.

If they could have done it themselves, *they would have.*

Despite all the resources available to them, they are terrified to mess it up!

Enter *YOU*.

Your mission is to prove they made the right choice.

Creating successful groups is a prized skill-set that they don't have.

Which is why they **NEED** you .. badly.

But do you have this skill-set???

Fact is, only a small number of travel professionals can be classified as *group masters*. (Suppliers are the first to admit that more than 70% of group space is sent back **EMPTY**).

How often do you return unsold group space?

There are many reasons why agents have groups that fail. I invented the **Group Launch Sequence** so agents could trash years of weak promotional strategies and apply a brand new, fool-proof promotional method. Today however we will focus on the all-powerful **group leader** – because all too often they get the bulk of the blame.

Way before it's time to promote group sales, *you must avoid group disasters by avoiding weak group leaders.*

Having a weak or a strong group leader is 100% your choice.

I created this PDF Special Report to:

- a) Show you **HOW** to pick the winners;
- b) Reduce **STRESS & RISK** to your business;
- c) Elevate **SALES** to a much higher potential.

I am the founder of **Group Boot Camp**. The new methods I teach and templates I share are ensuring agents *no longer get stuck returning unsold group space*. Enjoy this complimentary special strategy report. Better yet – action it! - Stuart

SPECIAL STRATEGY REPORT from Group Boot Camp

Here are the top 10 strategies (plus a bunch of valuable bonus tips):

#1) KNOW BEFORE YOU GO. Don't just evaluate the group opportunity, evaluate the person who has been designated as the **group leader**. If you haven't chosen this person, they have likely been designated as your key liaison. But why? Don't assume they are automatically up for the task. Do your homework and know before you go:

- a) Assess their commitment (selfless vs. selfish?)
- b) Assess their sphere of influence within the organization (are they well-respected)?
- c) Assess their social status amongst the members (are they popular)?
- d) Assess their excitement over incentives (do they want the organization to win?)
- e) Assess their quality of follow-up (swift or slow?)

#2) AGREE ON A MISSION STATEMENT. It is terribly important that you both agree on a singular mission statement. This key objective drives all decisions and actions. It answers the question: "Why are we doing this?" Be in perfect alignment from the start. Then proceed to build out your strategies that will achieve the mission. This encourages strong group leadership. This puts you on the same path from the very beginning!

#3) PROPOSE A WELL-DEFINED INCENTIVE. Incentives are usually a source of great friction. Your goal is to reward achievement. You can also include a negative incentive that protects you in case something falls apart on their end. The incentive must be crystal clear and detailed in your **group agreement letter**. I caution you NOT to offer free rooms as the incentive on so many levels. (Shoot me an email if you want to know why). Offer something highly appealing that benefits the group as a whole. Detail precisely HOW it will be earned and WHEN it will be 'paid' out. Consider offering a stretch goal to further stimulate sales. Encourage them BUT protect yourself.

#4) GET A SIGNED AGREEMENT. A colossal mistake agents make consistently is to rely on a handshake to seal the deal. This is *high risk* and almost always results in stress and failure. Don't fear you will lose the group by requiring that an agreement letter is designed and signed. (In **group boot camp** I give members the actual template that covers the six key areas). Most importantly, write it collaboratively. It will be simpler to write and easier to obtain the signature when you create it in tandem!

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#5) TAKE CONTROL. After all, that's why you were hired (to take control). This exhibits confidence and results in earning trust. If you want a strong **group leader**, they must follow your plan to create, sell, service and deliver the perfect group trip. Earn respect and they will allow you to perform your tasks unhindered and they will deliver the same. How? Deliver what you promise. Exceed their expectations.

#6) REFLECT WHAT YOU EXPECT. The strength or success of your **group leader** is directly dependent upon YOU. Just like a parent to a child, you can't expect them to 'do as you say' unless you set the example. So, set the bar high! Here's how:

- a) Be a success coach.
- b) Expertly communicate.
- c) Meticulously plan.
- d) Achieve synchronicity.
- e) Achieve harmony.
- f) Be inspirational.

#7) CREATE A WELL-DEFINED 'GOTEAM'. This team is comprised of anybody and everybody who has a hand in this project. Include people on the **group leader's** team as well as your own. Create a *who's who* list to include contact information and job descriptions. Be insanely clear who does what when it comes to marketing, sales, services, etc. Get everybody's buy-in and commitment. Show how important it is to work together harmoniously. A well-defined GOTEAM will achieve great results with less stress and risk. Empower the **group leader** to be in charge of their team players.

#8) PUBLISH A COMPLETE CALENDAR OF EVENTS. Layout the long list of key deadlines for promotions, payments and deadlines. Include critical dates such as changes, cancellations, special requests, excursion sign-ups, upgrades, insurance, etc. Agents who follow my **group launch sequence** will know in advance the timing of each launch stage. Avoid late payments and deadline controversies by providing the **group leader** with this calendar. Providing them with a tool like this will greatly strengthen their performance.

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#9) SET THE TONE EVERY WEEK. Schedule a mandatory weekly meeting for the GOTEAM that occurs on the same day and time (for consistency). Communicate and coordinate the agenda with the **group leader**. Include full reports from all teammates and any challenges and opportunities. Begin on time and end on time every time. At all costs, avoid bombarding the **group leader** and GOTEAM with questions and instructions via email. Encourage participation, community and accountability.

#10) REMOVE ALL OBSTACLES. Ask the **group leader** this key question at the close of every conversation: “*What obstacles may be holding us back from achieving our mission?*”. This is a powerful question that empowers open dialogue and might reveal a rising issue. The **group leader** will be grateful to hear this question and be inspired to perform admirably – especially when there are no obstacles to report. Avoid group disasters by consistently asking and taking action!

BONUS: 8 Red Flags that indicate a weak or weakening group leader:

1. Requesting a FREE ROOM for themselves.
2. Beating you up on the price (assuming you had crafted a *package*).
3. Unwillingness to sign the group agreement letter.
4. Blocking you from communicating with others in the organization.
5. Arriving late to scheduled meetings.
6. Following up with tasks late or not at all after commitments were made.
7. Making secret deals with you.
8. Not returning calls or emails promptly.

Solutions:

1. Request a committee meeting. Perhaps they can make decisions faster by committee so they all are stakeholders in decisions.
2. Boldly (and gingerly) ask what you can do to simplify the process. Perhaps they are holding back a bothersome issue that may or may not be your fault.
3. If you still believe the group can succeed, identify another **group leader** – a more influential person within the organization!
4. Can YOU become the **group leader**???

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BONUS: 3 More Tips To Increase Success & Reduce (Everybody's) Stress:

Be forgiving. Group Leaders are REAL PEOPLE. They have a life outside this group project. It is quite possible they are experiencing stress at work or at home that it impacting their commitment to you.

Be kind. Give special consideration if this is a purely voluntary commitment. Acknowledge their contributions with sincerity. To you this is work. To them this extra work.

Be wary. Don't let big TITLES fool you. While they may be President of the organization they may have no TIME and no DESIRE to be your Group Leader!

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Membership in group boot camp is the agent's #1 strategy for building a bigger, better group business.

One year ago, I started this group revolution.

I am teaching agents how to dramatically transform group sales. It's a one year training program that provides tools and templates.

100% online. No webinars to clog your calendar.

Direct access to me, every other week, during our exclusive (and awesome) 'live' business coaching sessions.

If you think you might be ready to start a group revolution of your own, consider enrolling in boot camp. Start anytime (and move through at your own pace).

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