



## THE ULTIMATE GUIDE TO GROUP BOOT CAMP

**I built boot camp to give agents the *newest* tools, tips and templates to build a bigger, better group business.**

**1. Why should I do this?** If you must increase the quality and quantity of your groups, if your margins are lousy, if group leaders fail you, if you can't find new business and lose groups to competitors - then **BOOT CAMP** is for you.

**2. What kind of agent is it for?** I built **BOOT CAMP** assuming you already have basic skills and desire to truly master this business model (vs. dabble. Most members are seasoned pro's who know their potential is significantly higher.

**3. Must I travel?** No. **BOOT CAMP** is 100% online. No flights, no hotels, no travel required. *Don't come to me. I come to you.*

**4. Must I start on a specific date?** No. There is no official start date. Start on a date of your choice. **BOOT CAMP** is a personal journey (*but you're never alone*).

**5. Must I attend webinars?** No. You're already overwhelmed with webinars. Set your own agenda for watching my video courses. **BOOT CAMP** is open 24/7.

**6. Can I get EXTRA HELP from Stuart?** Yes. Every other week I have a coaching circle. ASK ANYTHING. It's called the **Ask Stuart Hour**. Get the answers and help you need from me. No slides, no script. No bull. ALL YOU.

**7. When will I see RESULTS?** Immediately. I'll give you fresh perspectives and totally NEW methods. You will NEVER do groups the same way EVER again.

**8. What happens AFTER?** You own all tips, tools and templates. If you want to stay (and continue getting direct coaching access to me), pay a **membership extension** offer of ONLY \$100. (Yes, you read that number right!!).

**9. What if I want my staff to be group experts too?** I've got an offer you can't refuse that allows your staff to have their own unique **BOOT CAMP** logins.

**10. What if I don't have time?** YES YOU DO! The longer you wait the more business you miss. **You have the power to start your group revolution NOW.**

NOTE: TRAINING MATERIALS ROLL-OUT OVER A 4-WEEK SEQUENCE (SO THAT YOU ARE NOT OVERWHELMED). DURING YOUR MEMBERSHIP YOU HAVE UNLIMITED ACCESS TO REVISIT AND TOGGLE ANYWHERE.

YOU WILL HAVE INSTANT ACCESS TO WEEK 1, GROUP LAUNCH SEQUENCE, PITCH PERFECT, EXPERT'S LIBRARY, AND THE ASK STUART HOUR BUSINESS COACHING PODCASTS.

## WEEK 1

### IMMEDIATE ACCESS:

#### **Week One Video Courses (complete with word-for-word transcripts)**

- ✓ **Affinity? Promotional? Corporate? Be Clear on GROUP TYPES**
- ✓ **7 Ways I Will Help Transform Your Business By Selling Groups**
  - ✓ **I Will Show You Where To Find All The Groups**
- ✓ **New Business Development: How to Win Existing Groups**
  - ✓ **New Bus Development: How to Start a New Group**
- ✓ **Pick the Winners with Stuart's Failsafe Group Viability Test**

#### **Week One PDF Special Reports**

- ✓ **13 Steps to Building a Solid Group Foundation**
- ✓ **Prospecting: 30 Ways to Source New Groups**
- ✓ **23 Bonus Ways to Expertly Prospect & Qualify New Business**

#### **Week One BONUS Material**

- ✓ **The complete REUNIONS workbook**

*“Good company in a journey makes the way seem shorter.”*  
– Izaak Walton

## WEEK 2

### Week Two Video Courses (complete with word-for-word transcripts)

- ✓ How To Write Better Group Agreement Letters NOW
- ✓ Super Success Secret: The Power Is In The Package!
- ✓ PROTECT YOUR PROFITS & Increase Your FINANCIAL Intelligence, Part 1: The P&L
- ✓ PROTECT YOUR PROFITS & Increase Your FINANCIAL Intelligence, Part 2: Packaging and Marking-Up
- ✓ How To Leverage Suppliers to Boost Group Sales (22 Ways)

### Week Two PDF Special Reports

- ✓ 60 Powerful Presentation Strategies & Tips for Signing More Groups
  - ✓ The Best Group Lead Worksheet You Will Ever Need
  - ✓ TEMPLATE: Customizable Group Lead Worksheet
  - ✓ How to Maximize Supplier Co-op Dollars for Groups
    - ✓ Your MARK-UP Cheat Sheet

### Week Two BONUS Material

- ✓ 20 Biggest Branding Flubs (and 20 Ways to Brand Better)
  - ✓ How to Write the Perfect Press Release
  - ✓ TEMPLATE: Group Profit & Loss Excel Spreadsheet

*“Opportunity is missed by most people because it is dressed in overalls and looks like work.” - Thomas A. Edison*

## WEEK 3

### **Week Three Video Courses (complete with word-for-word transcripts)**

- ✓ **How to Get the Group Leader to Commit & Deliver – Part 1**
- ✓ **How to SELL MORE, SELL UP AND SELL OUT – Part 1**
- ✓ **The Corporate Group Opportunity Unraveled – Part 1**
- ✓ **Tips & Tools to Run Your Business Efficiently & Effectively**

### **Week Three PDF Special Reports:**

- ✓ **How to Get the Group Leader to Commit & Deliver – Part 2**
- ✓ **How to SELL MORE, SELL UP AND SELL OUT – Part 2**
- ✓ **The Corporate Group Opportunity Unraveled – Part 2**
- ✓ **PROTECT YOUR PROFITS & Increase Your FINANCIAL Intelligence, Part 3: Brilliant Money Management Tips**
- ✓ **TEMPLATE: Customizable Group Agreement Letter**

### **Week Three BONUS Material**

- ✓ **Religious Travel Planning Guide**

*“You can get everything in life you want... if you help enough other people get what they want.” – Zig Ziglar*

## ULTRA WEEK 4

### Week Four Video Courses (complete with word-for-word transcripts)

- ✓ **Avoiding Group Disasters (Part 1)**
- ✓ **Avoiding Group Disasters (Part 2)**
- ✓ **Avoiding Group Disasters (Part 3)**

### Week Four PDF Special Reports

- ✓ **Nail The Sale More Often: 18 Advanced Selling Techniques**
- ✓ **How to Escort Groups Like a Pro (92 Awesome Things You Can't Forget To Do)**

### Week Four BONUS Material

- ✓ **How To Be A Networking Star**

*“The journey of a thousand miles begins with one step.”*  
– Lao Tzu



***IMMEDIATE ACCESS:*** *G.L.S. will be your POWERFUL NEW method for promoting groups. The G.L.S. puts an end to groups that fizzle. Trash everything you have been taught in the past about launching and promoting a group (because they are old-school, outdated, ineffective and usually produced dismal results).*

Part 1: The familiar story of why travel professionals have groups that bomb [VIDEO COURSE]

Part 2: Three reasons WHY you don't take the 4<sup>th</sup> P (seriously) and Why You Should [VIDEO COURSE]

Part 3: Redefining the PROMOTION to Avoid the Groups that Bomb [VIDEO COURSE]

Part 4: Follow this SEQUENCE to have your Most Successful GROUP LAUNCH Ever [VIDEO COURSE]

Part 4A: Follow this GROUP LAUNCH SEQUENCE and have the most successful group launches EVER Steps 1,2 & 3 [PDF SPECIAL REPORT]

Part 5: Let's Talk MOMENTUM (the true secret behind my G.L.S. formula) [VIDEO COURSE]

Part 5A: Follow this GROUP LAUNCH SEQUENCE and have the most successful group launches EVER Steps 4,5 & 6 [PDF SPECIAL REPORT]

Part 6: Top 9 Reasons Why G.L.S. Works (an essential check-list) [PDF SPECIAL REPORT]

Part 7: Your Customizable Group Launch Sequence Planner [TEMPLATE]



***IMMEDIATE ACCESS:*** *Your connection to Stuart and all Boot Camp Members. This is our private community for best practice sharing!*



**IMMEDIATE ACCESS:** *I created Pitch Perfect, a six module training series, to help you nail-the-sale more often. Apply these presentation strategies to ensure you GET THE GROUP. DO NOT propose your big group idea in an email. DO NOT spill the beans until you have asked the right questions and have the right audience. DO follow these precise steps – the same methods I practice. BE resolute – you will be tempted to go out-of-order. My Pitch Perfect model will profoundly influence sales. You WILL get more groups (and make more money)!*

chapter 1: HOW TO GET IN THE DOOR

chapter 2: WHEN YOU HAVE PERMISSION TO PITCH

chapter 3: THE EIGHT ESSENTIAL ELEMENTS

chapter 4: THE NINE PRE-PITCH PREP STEPS

chapter 5: THE PITCH – IN 18 AWESOME STEPS

chapter 6: POST PITCH – WHAT TO DO AFTER



**IMMEDIATE ACCESS:** *More than 50 business coaching sessions that provide answers, solutions and fresh ideas – at your fingertips always.*



**IMMEDIATE ACCESS:** *Direct access to professional business coaching. Tune in every other week to ask questions and get answers. No script. No slides. No bull. This is a 'live' coaching circle that is exclusively yours.*