



GROUP DISASTER AVOIDANCE

METHODS TO MAXIMIZING EFFICIENCY

Stuart L. Cohen, Chief Motivation Officer

ALWAYS YOUR MISSION:

1. Reduce STRESS & RISK;
2. Add VALUE & CONVENIENCE;
3. Transform the entire experience from GOOD to GREAT.

TODAY'S OBJECTIVE

Learn how to manage GROUPS more EFFICIENTLY so you avoid DISASTERS (like losing CLIENTS, MONEY and SLEEP!)

What To Know Before You Go

“Be PRO-ACTIVE. When you’re RE-ACTIVE it’s too late.”

- ✓ Don’t inherit a NIGHTMARE
- ✓ Don’t ASSUME you’ll easily sell-out
- ✓ Always my **GROUP VIABILITY TEST**

1. Are you talking to the TOP ?
2. Is the HISTORY² good?
3. Is the AFFINITY strong enough?
4. Enough potential GUESTS ?
5. Is the BUDGET realistic?
6. Can YOU handle the DEMANDS ?
7. Can the PRODUCT handle the demands?
8. Can the GUESTS reached easily?
9. Is there a BIG PICTURE ?
10. How will the GROUP LEADER perform?

“Group Leaders letting you down? It’s not their job to hold you up!”

8 Signs the Group Leader will UNDER-PERFORM:

- 1) Main interest is in TRAVELING FREE.
- 2) Makes secret DEALS with you.
- 3) Constantly beats you up on PRICE.
- 4) BLOCKS you from talking to others.
- 5) Arrives late or misses MEETINGS.
- 6) Fails to COMPLETE tasks.
- 7) Fails to return CALLS or EMAILS swiftly.
- 8) Refuses to SIGN a Group Agreement Letter.

14 Highly Efficient New Habits

1. Create a GROUP AGREEMENT LETTER
 - a. Write it COLLABORATIVELY
 - b. Align EXPECTATIONS instantly
 - c. Define ROLES & RESPONSIBILITIES
 - d. Efficiently cement the ACTION PLAN!
2. Maximize SUPPLIER/BRAND support
 - a. Use existing MARKETING TOOLS
 - b. Leverage the BDM & group coordinator
 - c. Ask for BEST PRACTICES TIPS
3. Create a PROFIT & LOSS spreadsheet
 - a. Prevent BAD CHOICES
 - b. Create pricing MODELS
 - c. Maximize MARGINS
 - d. Know when you WIN or LOSE \$
4. Establish 'RULES OF ENGAGEMENT'
 - a. Avoid SERVICING individually
 - b. Create ONE email, website, phone
 - c. Constantly PUBLISH & PROMOTE
 - d. Radically increase time efficiency!

5. Drive all QUESTIONS online
 - a. Create a public FAQs list
 - b. Publish ANSWERS online
 - c. Include LINKS and DOCUMENTS
 - d. Reduce repetitive questions!
6. Use ONLINE FORMS
 - a. Capture & collect DATA brilliantly
 - b. Eliminate ERRORS by sending COPIES
 - c. Capture electronic SIGNATURES
 - d. Put an end to fax, cut & paste, and calls!
7. Have WEEKLY update meetings
 - a. w/Clients: Q&A, +momentum, supersize
 - b. w/Supplier: manifest, meeting space
 - c. Stay in control!
8. Publicly post QUESTIONS
 - a. Include CONSEQUENCES
 - b. Remove CONFUSION
 - c. Reduce STRESS & RISK
 - d. Add cushion to your key payment dates!
9. Document CONVERSATIONS
 - a. Save individual EMAILS & CALLS
 - b. Send client a conversation RE-CAP
 - c. Protect yourself from he-said/she-said!
10. Don't SELL ONE-ON-ONE
 - a. Sell the GROUP as a GROUP
 - b. Build COMMUNITY & BANDWAGON
 - c. Maximize effective, efficient selling!

11. Minimize # of PAYMENTS

- a. Establish THE PAYMENT DATE
- b. Shoot for TWO payments
- c. Spend less time INVOICING
- d. Spend less time chasing down money!

12. Be crystal clear on INCLUSIONS

- a. Be crystal clear on EXCLUSIONS too
- b. Create a MORE-INCLUSIVE package
- c. Go ALL-IN or ALL-OUT
- d. Eliminate constant calls & arguments!

13. Capture SPECIAL NEEDS early

- a. Never stop ASKING
- b. Include FOODS, ACTIVITIES, MEDS, etc.
- c. Save yourself from HEADACHES, STRESS and UNHAPPY CLIENTS!

14. Never say I'LL TRY

- a. Say a firm YES or NO
- b. Pledge FOLLOW-UP if unknown
- c. LEVERAGE when you can
- d. Avoid the monkeys & costly slips!

6 Before Departure Alerts

1. DON'T PAY OUT INCENTIVES YET

- a. Insure against high impact, close-in CHANGES
- b. Watch 'pay-for-performance' items
- c. Be clear in GROUP AGREEMENT LETTER!

2. FINALIZE with your supplier

- a. Catch surprise CHANGES (made directly)
- b. Catch ERRORS that impact clients
- c. SYNCHRONIZE now to eliminate ISSUES later!

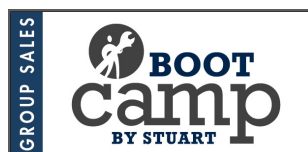
3. Have mandatory CONFERENCE CALLS
 - a. Provide EMERGENCY CONTACT info
 - b. Review AGENDA
 - c. Answer QUESTIONS & CONCERNS
 - d. Give step-by-step arrival checklist (PDF)!
4. Have DRESS REHEARSALS
 - a. Do a walk-through with the SUPPLIER
 - b. Do a walk-through with the GROUP LEADER
 - c. Fix PROBLEMS pro-actively (vs. re-actively)!
5. Have SURVEY FORM ready
 - a. Learn what WORKED & what did not
 - b. Keep them ENGAGED
 - c. Respond to (fix) ISSUES urgently
 - d. Tell them you'll share results!
6. Have DEPOSIT FORM ready
 - a. Ride the wave of FUN & EXCITEMENT
 - b. Make it AFFORDABLE & REFUNDABLE
 - c. Get next year's trip PRE-SOLD!

2 After Departure Action Steps

1. RECONCILE promptly
 - a. Check TCs, commissions, amenity points
 - b. Catch OPEN BALANCES
 - c. Catch SURPRISES & ERRORS
 - d. True-up your P&L!
2. Launch your FOLLOW-UP campaign
 - a. WELCOME them home
 - b. Deploy the SURVEY
 - c. Express GRATITUDE

- d. Capture TESTIMONIALS
- e. Upload PICS & COMMENTS
- f. MARKET next year's trip
- g. Ask for REFERRALS
- h. Feed the momentum (don't start over)!

“True entrepreneurs know the secret is fitting more day in the time (not the other way around). – Stuart Cohen



Thank You! Let's Stay Connected!

ADDITIONAL FREE SUPPORT MATERIALS ARE HERE:

<http://stuartlloydcohen.com/mast-conference-2018/>

Including:

My COMPLETE Group Viability Test

How To Write a Winning Group Agreement Letter

The link to my FREE YouTube Channel (for Travel Agents)