



## Super Success Secret: The Power Is In The Package!

This is one of the biggest keys to success: THE PACKAGE. A package is when you take a number of individual components and bundle them together.

An agent preparing the perfect group trip is like the baker preparing a secret recipe chocolate cake. When the right ingredients are combined and baked, the finished product is sublime.

Just as a restaurant would not deliver to the table a long list of ingredients and say 'here, go make it yourself'. A professional agent cannot hand over a long list of ingredients and say 'here, go make it yourself'.

Here is why most agents fail at the group sale:

- They do what's easy:
- They focus on offering a stripped down bare bones product.
- They think lowest price possible.
- They figure "I'll do the hard work after I get the deposit"

*Sadly, they rarely get that chance.*

I say, don't settle on what's easy.  
Don't settle on what's dull.  
You'll be cheating yourself of income.  
Worse, you'll be cheating clients of more smiles.

Minimizing the upfront effort, fearing it will be a waste of time if the prospect doesn't buy, is a mistake. *Success means doing just the opposite.*

So here's why it's important to package, what to package and how to position and sell the package:

### Why package?

1. **It is your job.** If you don't, you will soon be obsolete to prospects and customers because they don't need you. They'll just as easily press click and book online.

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2. **Packaging validates your existence and expertise.** It is your job to think of everything they didn't.
3. **Packaging elevates the experience from Good to Better to Best.** It's your fault when they have a boring or stressful trip. It's your fault when it's the best ever.
4. **Packaging makes it a simpler sale.** Rather than offering a menu of many items to choose from, you are offering one: the inclusive package. Don't confuse consumers with too many options. Qualify expertly and know what's best.
5. **Packaging builds your brand as the place to 'one stop shop'.** This reputation encourages repeat customers and more referrals.
6. **Packaging increases your profits along with their satisfaction.** You are no longer a commission hostage. You determine mark-ups and margins.
7. **Packaging eliminates unnecessary choices from the mix,** letting consumers focus more on choosing upgraded accommodations.
8. **Packaging beats the competition.** Packaging dissuades prospects from shopping around and all but eliminates the opportunity to price shop. You have created a unique package which most other agents won't know how to emulate.

### What to Package

1. **Rack your brain thinking of ways you can add convenience, eliminate stress and increase the value proposition.** Pretend it is your trip. What would you want?
2. **Think outside the box.** Just because a prospect has not asked for it, it is likely they have never thought of it. Step up and show your worth as a pro.
3. **Choose items that will increase customer satisfaction** and increase your profit margin.
4. **If an add-on is not commissionable, negotiate for a reduced rate or NET** rate so that you can add a mark-up.
5. **Ask the supplier and all of your colleagues for ideas.** Share and look for ideas here in the Boot Camp community.

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6. Finally, **don't rule out items of luxury**. Many people indulge while on vacation and would love a very special experience!
7. Here are some ideas for you to include in a package:

<ul style="list-style-type: none"><li>• Escorting</li><li>• VIP services and events</li><li>• private transfers</li><li>• private sightseeing</li><li>• spa packages</li><li>• excursions</li><li>• private dining</li></ul>	<ul style="list-style-type: none"><li>• pre/post accommodations with tours and meals</li><li>• celebrations</li><li>• parties</li><li>• shirts &amp; souvenirs</li><li>• insurance</li><li>• lectures</li><li>• photos and video taping</li></ul>
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*How many more can you think of?*

### How to Sell the Package concept to your group leader

1. **Just do it.** Most prospects will not ask for a package. They will usually just ask for a 7-night cruise. If this is what you book, it will be the average experience – an unremarkable vacation. Tell prospects that you don't give your clients average. You give your clients awesome.
2. **If you are unsure about an idea, float it** and see their reaction.
3. **During the prospecting, qualifying and presenting stages of the sale, always present the FEATURE along with the BENEFIT.** To repeat: everything you package must either add convenience, eliminate stress or increase value.
4. **Remind the group leader that more cabins will sell** when the product is offered in it's simplest and most inclusive form, versus from a menu of options (which greatly slows the decision making process).
5. **Highlight how you have saved them money** by pre-purchasing, purchasing in bulk, or utilizing another company (versus the supplier) to provide a service.
6. **Groups are all about being together.** Pre-planning and pre-purchasing the group activities ensures everybody will maximize their fun together. Capitalize on this 'bandwagon' approach to sales. ('If everybody else is doing it then I must too!').

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7. **Package it tightly.** Even if they ask for a price breakdown, do all you can to refuse this request by stating it is your 'secret sauce'. A great baker never reveals the secret ingredients in her chocolate cake.

If they must have a component removed, attempt to substitute something else. Your mission is to keep the package price unchanged.

8. **Put in the extra effort to create the best group trip ever.** Wrap it up in a neat bow and see how many more group leaders say YES. Then watch guests eat it up!

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*"Who doesn't love getting a package loaded with goodies?" - Stuart*