



Top 9 reasons why the GLS will be your best P ever... (P= Promotion!)

Agents using outdated methods to promote groups run the risk of selling well short of expectations. High potential groups become a struggle to fill or they collapse completely. Agents blame group leaders and guests for these failures but in truth it is the agent who executes the weak, inadequate promotion.

While it is the agent's responsibility to initiate a successful launch, it is not entirely their fault for missing the mark. ***Nobody has ever suggested that a better launch plan existed.*** Till now.

I formulated the Group Launch Sequence (GLS) to prevent perfectly good groups from going woefully bad. GLS, my radical new step-by-step promotional plan, throws the ancient marketing plans out the window and recommends a totally opposite strategy that really works.

Re-boot your promotional thinking and your methods. Finally you *can* sell more, sell up and sell out.

Here are the nine reasons why the GLS truly works. Check-off these nine bullet points as you prepare to launch your promotional sequence. They will keep you focused and highly successful!

1. Establish Authority.

If guests have no clue who you are, if they have placed their trust in another agent for years prior, or if they just plain don't believe in the value of travel agents, my GLS positions you to become the authority figure. Validate your worth and they will allow you to guide their decision. You are the savior to an otherwise lengthy, stressful decision-making process. Your level of confidence, knowledge and ability to take control determines your level of authority.

special PDF SPECIAL REPORT for Boot Campers

2. Establish Reciprocity.

This is a powerful mental trigger that rewards you for being generous. The GLS instructs you to give out free stuff (like helpful PDFs). Perspective buyers will greatly appreciate simple gifts like destination highlights, packing tips, and all sorts of top 10 lists. Tease them that you have loads of helpful information to share. Be kind, build reciprocity and they will be more inclined to purchase.

3. Establish Trust.

People buy only from people they trust. You cannot win friends and influence people if they don't trust you. Since they are likely meeting you for the first time, the GLS demonstrates many ways to gain trust. Never missing deadlines and delivering what you have promised are essential. Showcasing testimonials of clients who already trust you is necessary. The GLS highly recommends that you provide several easy ways for them to contact you. Demonstrate your commitment, accountability and ease of access and the quality and quantity of sales will increase.

4. Establish Anticipation.

The GLS instructs you why and how to build powerful momentum. Setting the stage by providing descriptive agendas is just one great method. Remember to create anticipation around the process leading up to the trip as well as intense anticipation of the trip itself. Consider that every step should have a crescendo!

5. Establish Community.

You will surpass sales goals when the people feel connected. My GLS trains you how to structure a series of events that bring people together. Social media engagement also plays a big role in connecting them. As the saying goes, there is comfort in numbers. At all costs you want eliminate the 'wait and see' attitude that leads to a failed group (because everybody waits for someone else to make the first move). Encourage and nourish a community of prospects!

6. Establish Bandwagon.

The GLS is your chance to build intense momentum by inspiring others to 'get on the bandwagon'. This essential marketing method simply enforces the notion that 'if you're going, I'm going'. Achieve this by re-posting and promoting positive comments from the community to demonstrate how others are buying. The bandwagon approach to group sales is foundational because you must establish confidence immediately. Give this bandwagon effect direct energy and you will successfully initiate this ripple effect.

special PDF SPECIAL REPORT for Boot Campers

7. Establish Scarcity.

When there is less of something available, attention and urgency are heightened. Although every agent says 'limited availability', it is essential to demonstrate how this is true because words alone won't make the case. I don't suggest you publicize the number of sold vs. unsold spaces unless (or until) the numbers are truly close. Do impress upon people that your group package is truly a one-of-a-kind, not available anywhere else and not available after a certain date. If permissible, show the stateroom numbers as they are bought and removed from inventory. The GLS relies on this scarcity effect that demonstrates there is a negative consequence to NOT take action. Nobody wants to feel left out or have limited options.

8. Establish Comfort.

It is imperative that people feel comfortable attending the events, responding to your questions as well as asking their own. Go back to the primary purpose of the GLS which is 'to remove all things that might prevent them from purchasing' – before you ask for the sale. You cannot allow anybody to walk away from an event with some doubt lingering in their head. Achieve this by being 'easy to do business with' in every sense. Be remarkably friendly and approachable. Be an awesome listener. Create a most comfortable environment to encourage even the shyest of people to speak up. Establish comfort during the successful series of events that occur prior to asking for money and your success rate greatly increases.

9. Establish Urgency.

Be insanely clear about when it is not time to buy and then when it is. Please are waiting for your definitive lead. What separates awesome salespeople from everyone else? Their ability to boldly ask for the business at the right moment. Customers depend on you to ask them for the business – be it for individual and group sales. They need to know when it's OK. If you don't make this abundantly clear, prospects will forever remain in a state of indecision. The GLS does it for you. Amazing, right? Simply follow the plan in sequence and they will be lined up outside your door. The GLS ensures that opening day will be your biggest ever!

###

*~~Two steps forward, one step back.~~
Two steps forward, two steps forward.*

- Stuart L. Cohen