



## How To Write Better Group Agreement Letters

**ENJOY THIS COMPLIMENTARY (AND POWERFUL) TOOL TO HELP YOU GET MORE GROUPS AND MAKE MORE MONEY!**

After taking my group viability test and making sure the group is golden, it's now time to dot the i's and cross the t's. The next step in the process is to get the group letter agreement signed.

Since most of your discussions will be taking place with the group leader, it is essential to have your group leader sign this document. They are not only your sales super star, but they are your partner.

*You two must be in perfect sync.*

I will now give you the critical components of a group agreement letter. The primary objective is to ensure you are in sync; To align, in writing, your expectations of each other.

This document protects you both from misunderstandings and disagreements, which would jeopardize the group. Bottom-line, you are both working towards a singular goal and here are your roles and responsibilities.

- ✓ Be clear, concise and complete.
- ✓ Feel free to expand this if you must include additional elements.
- ✓ There's no need to make it complicated or too long.
- ✓ But most importantly, please don't leave anything open for interpretation.

The best group agreement letters include these six points. Plus stick around – I've got 4 awesome bonus tips for you as well.

**1. What YOU will provide.** List the tasks and services that are your responsibility. Perhaps you can break them down into specific areas like sales, service, marketing, or communications. If you have a staff, include their roles so you show the team effort. Be clear & specific.

**2. What you will NOT provide.** List the tasks and services that are NOT your responsibility. Just in case there is any doubt about #1, let #2 clarify tasks that you and your team are not providing. Categorize these too. Be clear & specific.

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**3. What more is available.** What additional products or services are you capable of offering? #2 may reveal an item that had been previously turned down by the group leader. Include products and services you would secure through a third party as well. Of critical importance is to include the fees to do this additional work. I can almost guarantee new needs will crop up and it should not be assumed you will provide them free. Be clear & specific.

**4. What the GROUP or client will provide.** List the tasks and services that are their responsibility. Perhaps you can break it down into categories just like you did. If they have a staff, include their roles and use names so you know who are the go-to people. Be clear & specific.

**5. How the incentives work.** It is now critical to document any give-backs and kick-backs you have agreed to provide. This includes tour conductor credits, cash, upgrades or free rooms. Leave no room for interpretation as to exactly how they are earned and how and when they will be paid out. #5 is red hot. I've seen stress escalate and relationships end over poorly communicated incentives. #5 is important for fund raising events as well. Include necessary terms and conditions to protect yourself. Be clear & specific.

**6. What the key dates mean.** Suppliers will hold you to deadlines. If you miss, you may lose previously allocated rooms, special pricing, promotional offers, or meeting space. Translate all your deadlines clearly, be they yours or a suppliers. Deposit and final payment dates can be a big source of frustration. Hint: back up key dates by a week or two. Don't let clients beg for extensions and end up creating enormous stress points for you. Include key marketing dates. Be clear & specific. BE CLEAR ON THE CONSEQUENCES!

### **And now for the 4 awesome bonus TIPS:**

1. You may or they may elect to use the **services of an attorney** to write or at least review the agreement. You may choose this route for groups with complex terms, high risk or liability.

2. Before you give this agreement letter to clients, have two friends **proof read** from top to bottom. This helps to ensure your language is clear to other people. Have 1 of your two friends be a travel agent colleague, and be there when they read it aloud so you hear it too.

3. **Get the signature.** No matter how close you feel to the group leader, require that this document be signed before you fire up the engines. A handshake and a hug just won't do.

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4. **Write it to protect you both.** Craft it to be in your best interest and your clients. Approach it with this attitude of mutual consideration and you eliminate the risk of scaring them away if your letter is one-sided. This promotes a higher level of loyalty. WRITE IT COLLABORATIVELY!

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*“A verbal contract isn’t worth the paper it’s written on.”  
- Samuel Goldwyn*

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