



The Group Shift – 4 Forces Framework Summary and Worksheet

The Mindset Shift aligns what you love, with what you do. Most people have passion, and everyone has talent, but few manage to remain true to working on what brings them joy. The key is to find and declare your purpose, or your “why”, and spend as much time as possible working to fulfill it.

The Customer Shift is the intention of working exclusively with your “ideal” customers. It’s giving yourself permission to let the wrong customers go in order intentionally and rigorously focus on the customer segment that is best suited, and willing to pay more, if needed, to buy from you.

The Activation Shift is moving away from the traditional, pushy “sales” approach, to everything you do to help customers buy well.

The activation shift is skillfully converting leads into customers, creating bigger customers, and adding more agents (who each sell more and bigger customers). This is the revenue generating shift that when skills are nurtured can lead to double, triple or even 10X growth.

The Performance Shift focuses on achieving the biggest result, in the fewest steps possible, with right level of resources. Often, we feel at maxed to our capacity. Getting to the next level feels impossible. When we examine our work, there are usually leaks in productivity and areas we could better leverage our talents in order to multiply our results.

Technology plays an integral role in scaling your business for you so you can focus on what you do best!

Your Group Shift

This is not a quick fix transformation. It is a step by step process, within a framework that unlocks your bigger future. The key lies within your ability to make small changes and *eliminate* before you *initiate*.

Wishing you much success as you develop your business! If you are interested in how digital marketing and coaching can help you by both doing things for you AND with you, please reach out for a Consultation.

Geraldine

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The 4 Forces Framework 15 Minute Power Review – Getting into Your Zone for Groups!

Mindset Shift

1. What is my unique gift and how will I use it to develop my Group Business?
2. What are the 3 most important priorities I need to get done today?
3. What can I delegate, or stop doing to make room for this shift? **(Reach out to Geraldine for help!)**

Customer Shift

1. Who's my ideal customer?
2. What's the most important thing I can do to get my message heard by my ideal customer today?
3. How can I leverage agents, fan clubs, complimentary vendors, and associations to get my message heard? **(Reach out to Geraldine for help!)**

Activation Shift

1. On a scale of 1 – 10 how well am I creating new prospects?
2. What can I adjust to do more reaching out, vacation conversations, more sales?
3. What one skill needs improving for me and for my team? **(Reach out to Geraldine for help!)**

Performance Shift

1. Is my process for marketing and selling into the group documented?
2. How can I improve my productivity by taking fewer steps for a bigger result?
3. Am I leveraging technology or am I missing out on Social media and digital marketing that creates clients for you? **(Reach out to Geraldine for help!)**

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About Geraldine Ree



A passionate leader with over 28 years of experience in the travel industry. My mission is to share insight and expertise to help you create a seismic shift in your business. I've worked at the Executive level for both Expedia CruiseShipCenters and Princess Cruises. Now following my entrepreneurial dream, I work directly with entrepreneurs, focusing on strategy and results.

Are you a successful travel entrepreneur dreaming of a bigger, bolder business but can't break out to the next level? Is your digital marketing working for you so you can work on your business? (creating leads while you're not looking)? Are you shifting to work with only the customers you're most passionate about? My goal is to make it all happen for your, and more!!

I'm excited to help travel agency owners transform their business and their lives. What's unique about me is my ability to share insight to help you grow. I've got a knack for the big picture but can pivot to the smallest operational detail in the process that might be improved to create a quantum improvement in results.

Standing by my unwavering belief that the sky is the limit within the travel industry, I'm committed to helping the best become even better! If you've got what it takes but need a helping hand to achieve your Vision, let's talk!

There's no pressure, but I promise it will be a lively discussion that will leave you feeling like your dream really is possible!

Faith and grit summarize my belief system. My drive comes from a deep sense of purpose on engaging every God-given gift we have. I will advocate for female leaders and inclusion to anyone who will listen. I was a founding member of the Women's Leadership Council at Expedia and I'm currently mentoring female entrepreneurs and future leaders in community.