

# How To Take Your Group Business From GOOD To GREAT

## Top 20 Tips: Mindset, Sales & Marketing, Management

Stuart L. Cohen, Chief Motivation Officer | [StuartLloydCohen.com/BOOTCAMP](http://StuartLloydCohen.com/BOOTCAMP)

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“You will get all you want in life if you help enough other  
people get what they want.” - Zig Ziglar

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### I. MINDSET

1. Are you convinced the Internet and suppliers are stealing *your* groups?
  - a. Stop worrying about others stealing *your* groups, start focusing on \_\_\_\_\_ them.
2. Are you frustrated that groups either don't materialize or always fall apart?
  - a. Stop using the old school, out dated, \_\_\_\_\_ methods.
3. Are you ignoring small groups and searching for the big ones?
  - a. Start putting \_\_\_\_\_ over quantity.
4. Do you believe offering free travel is the way to attract group leaders?
  - a. Don't assume, \_\_\_\_\_ what group leaders value most.
5. Do you believe offering the lowest price is the way to get more people to buy in?
  - a. Redirect conversations away from price and towards the \_\_\_\_\_.
6. Do you know the true purpose of group travel?
  - a. The purpose of group travel is to \_\_\_\_\_.

## II. SALES & MARKETING

7. Do you know the differences between SPECULATIVE and AFFINITY groups?

- a. Stop mixing them up and start building a true \_\_\_\_\_ group business.

8. Are you frustrated that consumers don't know your value?

- a. Reinvent your brand that tells your \_\_\_\_\_ (why they need YOU).

To reduce \_\_\_\_\_ & \_\_\_\_\_

To add \_\_\_\_\_ & \_\_\_\_\_

To transform the entire \_\_\_\_\_ from \_\_\_\_\_ to \_\_\_\_\_

9. To source more groups are you searching from group leaders?

- a. Quit searching and start \_\_\_\_\_ new group leaders - or \_\_\_\_\_ one yourself.

10. Are you frustrated when potential group leaders don't respond to your BIG ideas?

- a. Stop spilling the beans in emails and start having more \_\_\_\_\_.

11. Are you constantly getting beat up on price?

- a. Stop selling the off-the-shelf, bare-bones, stripped-down product and start selling the \_\_\_\_\_.

12. Are you sending price quotes in emails?

- a. Never send quotes in emails till after you make the \_\_\_\_\_.

13. Are you frustrated when you open for sale, few buy and the group fizzles?

- a. Stop doing the bass-ackwards marketing methods and start doing a proper \_\_\_\_\_.

### III. MANAGEMENT

14. Are you leveraging the right brands, their resources and loyalty programs?
- a. Start collaborating more with brands that love YOU and love \_\_\_\_\_.
15. Is your business process the same for individuals and groups?
- a. Start managing groups more \_\_\_\_\_ & \_\_\_\_\_.
16. Are you using purpose-built group software/apps?
- a. Invest in \_\_\_\_\_ - \_\_\_\_\_ tools that reduce risk, add hours back and make life easier for all.
17. Are you frustrated and stressed when group leaders don't deliver?
- a. Stop leaving things to chance and get a signed \_\_\_\_\_ letter.
18. Do you know how to assess if a group leader will be a success?
- a. Assess their true \_\_\_\_\_. *Is it self-less or self-ish?*
- b. Assess their level of \_\_\_\_\_. *Are they respected leaders?*
- c. Assess their \_\_\_\_\_ status. *Are they genuinely loved?*
- d. Assess their \_\_\_\_\_. *Do they play hard-to-get?*
- e. Assess their \_\_\_\_\_. *Are they in in to win it?*
19. Are you settling for the commission as your only margin and barely earning profit?
- a. Start creating \_\_\_\_\_ - \_\_\_\_\_ packages that elevate \_\_\_\_\_ & \_\_\_\_\_.
20. Do spreadsheets, P&L's and NET rates frighten you?
- a. Create \_\_\_\_\_ to set pricing, manage risk and maximize margins.

21. Do you wish you had a crystal ball to know which groups are the winners and losers?

a. \_\_\_\_\_ before you commit & invest so you know before you go.

22. Are you afraid to make groups your niche and still have only one foot in the door?

a. Quit dabbling & babbling and start making a concrete \_\_\_\_\_  
\_\_\_\_\_!!

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