



PITCH PERFECT: HOW TO CREATE PRESENTATIONS THAT WIN MORE GROUPS

I created Pitch Perfect, a six module Boot Camp training series, to help you nail-the-sale more often. Apply these presentation strategies to ensure you GET THE GROUP.

- DO NOT propose your big group idea in an email.
- DO NOT spill the beans until you have asked the right questions and have the right audience.

DO follow these precise steps – the same methods I practice. BE resolute – you will be tempted to go out-of-order.

My Pitch Perfect model will profoundly influence sales. You WILL get more groups (and make more money)!

Part One: When Do You Have Permission to Pitch?

- 1) When you are convinced that group travel is the SOLUTION to my problem. If you don't solve my problem, I don't need you!
- 2) When it passes Stuart's GROUP VIABILITY TEST. Don't ignore red flags – know before you go!
- 3) When you have the right AUDIENCE. Get the largest group possible!
- 4) When you have the perfect presentation MEDIUM (channel). NEVER via email – always do LIVE (in-person or virtually).
- 5) BONUS: When you have a signed COMMITMENT letter. Be sure you aren't wasting anybody's time!

Part Two: The Eight Essential Elements to Include in Every Pitch

- 1) Confirm HOW you have solved my PROBLEM.
- 2) Confirm HOW you have EXCLUDED what I do not want.
- 3) Confirm HOW you have INCLUDED what I do want.
- 4) Confirm HOW you have reduced STRESS & RISK.
- 5) Confirm HOW you have added VALUE & CONVENIENCE.
- 6) Confirm HOW you are INDISPENSIBLE.
- 7) Confirm HOW you are transforming the entire experience from GOOD to GREAT.
- 8) You must QUALIFY & OVERCOME OBJECTIONS simultaneously.

Part Three: The 9 Pre-Pitch Steps

1. Build MOMENTUM
2. Keep COMMUNICATING
3. Take CONTROL
4. Create bold VISUALS
5. Do a dress REHEARSAL
6. Fix ERRORS
7. Do a TECH-check
8. Tune up your ONLINE presence
9. Resist sending the PITCH before you pitch!

Part Four: THE Pitch (18 Winning Strategies)

1. Start ON-TIME. Shows respect, builds integrity, sets the stage.
2. Express GRATITUDE. Shows humility, builds integrity, sets the stage.
3. Confirm your PURPOSE. Shows alignment, builds integrity, sets the stage.
4. Review the AGENDA. Shows organization, builds integrity, sets the stage.
5. Invite spontaneous QUESTIONS. Encourages engagement, doesn't allow issues to stay bottled-up.
6. Kick off with the PRICE. Gives us what we want upfront, confirms there won't be sticker shock, confirms inclusivity and higher value.
7. Use your CUE CARDS Keeps you on track, won't let you get stuck in the mud.
8. Don't SELL. Tells OUR story, takes us day by day, achieves immersion.
9. Include YOU in the story. Validates your worth (why we need you), you take credit (not the brand).
10. Don't leave NOUNS naked. Adjectives and verbs elicit emotions, you'll talk benefits and not features.
11. Don't just tell us what we CAN do .. tell us what we WILL NOT MISS. Affirms you have taken care of all the details.
12. Leverage HANDOUTS strategically. Supports your pitch, gives detailed examples, builds you brand.
13. Speak then PAUSE. Ensures our 100% approval, overcomes objections urgently in the moment, won't let issues fester.
14. Boldly ASK for the business. We need you to ask, we expect you to ask, validates when it is OK (safe) to buy.

15. State NEXT STEPS. Don't leave us hanging, wrap up as an aligned team, provide a timeline of steps, maintains control.
16. Distribute COPIES after. Plaster with your full contact info, include the ©.
17. End ON-TIME. Shows respect, builds integrity, maintains control, sets the stage.
18. Give out some FREE STUFF. We love gifts, gives us helpful information, triggers the reciprocity emotion.

Part Five: Post Pitch Best Practices

FOLLOW-UP!

Don't give me time to SHOP.

Don't give me time to DOUBT.

Send an impressive copy of the PROPOSAL.

Follow-up swiftly with ANSWERS.

Adhere to your NEXT STEPS schedule!

BE READY IF I ASKED THIS QUESTION:

Client:

Why does it cost less over there?

Agent:

It does cost less over there but your DISAPPOINTMENT cost will be higher!

