



Stuart's TIPS on how to control the release of GROUP PRICING

Mix & Match any of these possible statements .. to say it with confidence you must own it!!!

Set the expectation straight away so everybody knows from the beginning that you are negotiating hard on a special package and pricing will be complete on XXX. Try minimizing the requests immediately!

Never ever say: I can't give it to you .. I won't give it to you ..

When your group leader disagrees and says give it to me and give it to us NOW, give them the same replies - but be sure to set the expectation with them, too. If you have a good relationship with the GL then perhaps have a private meeting with them a few days prior to review it so they feel good and they give you their buy in before the presentation and announcement.

IF THEY CONTINUE TO FORCE YOUR HAND AND WANT PRICE PRICE PRICE as if that's all that matters, then why waste your time? **MOVE ON**. Tell them that's not how a professional group agent does business.

POSSIBLE REPLIES/RESPONSES:

I'll have final package pricing complete on XXX.

I am just as excited and eager to see the final package price. I am negotiating for you hard to make this the absolute best trip ever. Thank you Thank you for trusting me to deliver an amazing package at an amazing price!

I am working diligently for you to create a customized group package that you'll all love - meaning I am negotiating hard with multiple vendors. I want to give you more and charge you less - that's why my clients love me. I

It's easy to give you the same price you see on the internet but trust me you will come back disappointed that you ended up spending over budget and getting stressed out. Any web site or travel agent who just quotes that less inclusive price is doing you a major disservice. I've got your back. I am the best travel agent in the world at creating more inclusive packages. I won't let you get stressed out or miss a thing. I promise to have pricing locked down on XX.

I am fine tuning the package and the price which I know you will love. I absolutely positively will have it all firmed up by XX. I will announce it on our call. I have never missed a deadline!

I guarantee the total package price will be well within the budget parameters you gave me. Give me just a little more time to keep negotiating for you - the wait will be very, very worthwhile.

The best thing you ever did was allow me to negotiate package pricing. You will love what I am putting together for you. I am very close to finalizing it. I promise to make the big announcement on our call together on XX.

You probably have a rough idea of starting prices that you see online. Keep in mind that they are always stripped down and you will always ended up spending significantly more. That's why you hired me for this job - I can negotiate much better for group pricing. Our special package pricing will be higher than what you see online but I will SAVE you money in the long run and make everything more stress-free and convenient.

Wishing you the very BEST of SUCCESS!
Let's stay connected - I'd love to hear YOUR story

O: (901) 209-4111 C: (631) 877-9080

Come see my impossible Group Sales Success Summits 1 & 2

If You Can Think Big, I Will Help You Do Big!

Stuart Lloyd Cohen
CHIEF MOTIVATION OFFICER