

	<p>Manage Groups by Initiating 20+ Standard Operating Procedures</p> <p>Stuart Lloyd Cohen, Chief Motivation Officer StuartLloydCohen.com/BOOTCAMP</p>
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MY PREMISE:

The per person cost of managing a group must be lower than the per person cost for an individual booking.

Smarter procedures always produce better results.

The AGENT, not the GUEST, is responsible.

Every minute you spend in planning saves 10 minutes in execution;
this gives you a 1,000 percent return on energy!"
— Brian Tracy, author and motivational speaker

YOUR MISSION:

- To transition from SALES-MODE to SERVICE-MODE.
- It's real hard being in both modes at the same time with the same group.

YOUR MANTRA:

- I am in control.
- I will prove I am a trusted travel advisor, a leader in my field.
- I will run the group and refuse to let it run me ragged.

YOUR PLAN:

[OPTIONAL] Group Launch Sequence #2

- Consider lead time till departure
- Consider risk of unsold space
- Weigh chances of selling out
- Honor the GLS methodology
- *Always minimize 1 on 1 selling!*

Assess Vulnerabilities²

- Make lists:
- What are YOUR vulnerabilities?
- What are THEIR vulnerabilities?

Examples:

Contractual deadlines & consequences

Travel documentation requirements

Payment deadlines & consequences

Use Your Tools

- Know them before you go to them
- Consider the Excel template
- Have guest templates ready
- *Be ready to Plug & Play!*

Get signed GROUP AGREEMENT LETTER

- Reduce risk & stress
- Maximize performance
- Write it COLLABORATIVELY
- Define ROLES & RESPONSIBILITIES
- Define INCENTIVE terms
- *Align EXPECTATIONS*

Establish GO-TEAMS

- Include all STAKEHOLDERS
- Assign ACCOUNTABILITIES & RESPONSIBILITIES
- Schedule RECURRING update meetings
- *Showcase your leadership skills!*

Maintain P&L spreadsheet

- Monitor PRICING MODELS
- Track MARKETING EXPENSES
- Make SENSIBLE choices
- Cut losses, maximize MARGINS

Publish the PAYMENT Schedule

- Minimize # payments
- Pad deadlines
- Include critical REMINDERS on all docs
- Include CONSEQUENCES (+\$)
- *Stay unwaveringly firm*

Cement Terms & Conditions

- Comprehend supplier T&Cs
- Include your T&Cs
- Make easily accessible
- Require 'signature'
- *Reduce stress & risk!*

Clarify INCLUSIONS/EXCLUSIONS

- Go ALL-IN or ALL-OUT
- Watch out for taxes & tips
- Eliminate any ambiguity
- *CYA!*

Utilize ONLINE FORMS

- Capture DATA brilliantly/effortlessly
- Eliminate ERRORS by sending COPIES
- Capture electronic SIGNATURES
- *End fax, cut & paste, and phone calls!*

Publish NEXT STEPS

- Set expectations
- Eliminate anxiety & confusion
- Dramatically decrease queries
- *Showcase your leadership skills!*

Capture SPECIAL NEEDS

- Never stop asking
- Include FOOD, PHYSICAL, MEDS, etc.
- Reconfirm needs of prior clients
- Use online forms
- *Save yourself HEADACHES, STRESS and liabilities!*

Establish 'RULES OF ENGAGEMENT'

- Use 1 email, 1 website, 1 phone, 1 social address
- Set 'office hours'
- *Enables you to be ETDBW!*

Drive QUESTIONS online

- Avoid SERVICING individually
- Create a public FAQs list
- Publish Q&A online
- Include LINKS everywhere
- *Reduce repetitive questions!*

Schedule WEEKLY meetings²

- Synchronize GOTEAMS
- Synchronize CLIENTS
- Synchronize SUPPLIERS (manifest, meeting space, dining)
- Reconfirm NEXT STEPS
- *Address emerging issues!*

Document CONVERSATIONS

- Save EMAIL STRINGS
- Send email re-cap of phone calls
- *Protect yourself from he-said/she-said!*

Never say I'LL TRY

- Say a firm YES or NO
- Pledge FOLLOW-UP if unknown
- LEVERAGE when you can (take credit)
- *Avoid the monkeys & costly slips!*

RIGHT BEFORE DEPARTURE

DON'T PAY INCENTIVES (yet)

- Insure against high impact, close-in CHANGES
- Watch 'pay-for-performance' items
- *Follow agreed upon GROUP AGREEMENT LETTER terms!*

TRUE-UP (FINALIZE) with supplier

- Catch surprise CHANGES (made directly)
- Catch ERRORS that impact clients
- *SYNCHRONIZE now to eliminate ISSUES later!*

Have DRESS REHEARSALS

- Do walk-through with the SUPPLIER(S)
- Do walk-through with GO-TEAM/GROUP LEADER
- *Address dining, meeting space, activities, celebrations, special needs!*

Have mandatory pre-departure CALL

- Provide ICE instructions while in transit
- Provide ICE instructions while traveling
- Review DAILY AGENDA
- Remind of document requirements
- Meet & Greet info?
- Hospitality Desk info?
- *Give step-by-step arrival checklist (PDF)!*

Give heads-up on SURVEY

- Share the form now
- Direct issues to you
- Learn what WORKED & what did not
- *Say you'll share results!*

MY PREMISE:

It is very possible (and critical) to manage groups more efficiently.

Inefficiency costs MONEY (errors), wasted TIME, loss of CLIENTS and loss of sleep.

Efficiency allows you to scale-up and do more than one concurrently.

Do this for SUCCESS & SUSTAINABILITY!

THINKING OF JOINING MY GROUP SALES BOOT CAMP?

Dream Vacations & Cruises Inc. agents get a bonus of 1 complimentary hour of 1-on-1 private business coaching with Stuart!

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