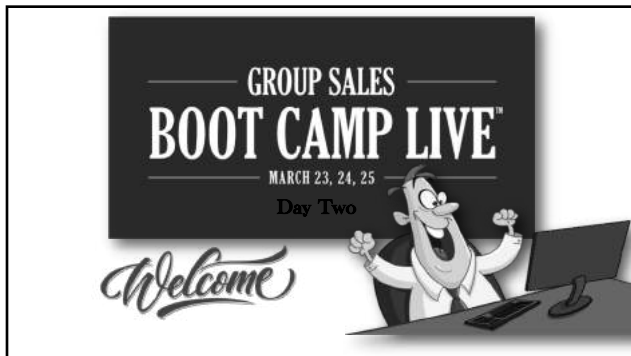
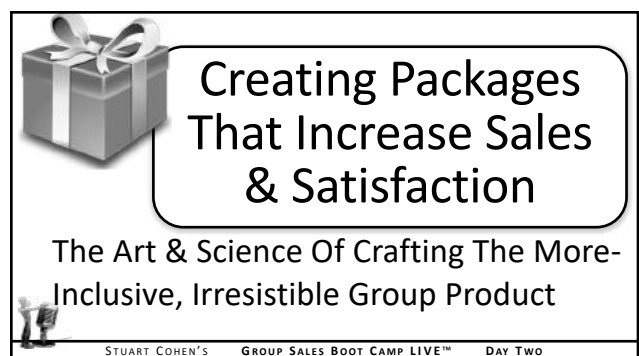
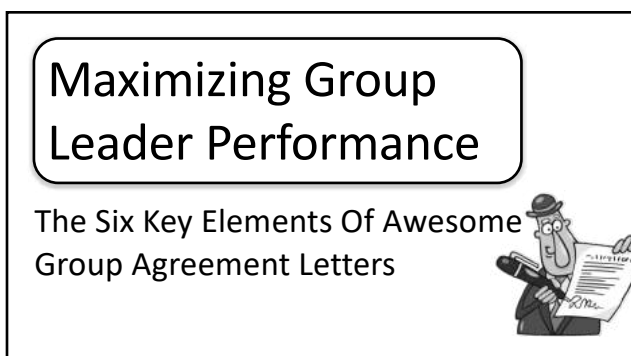
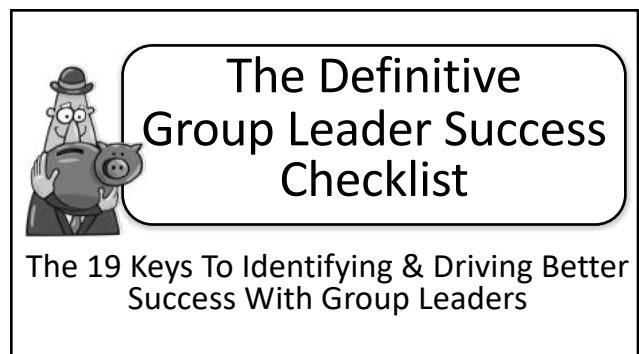
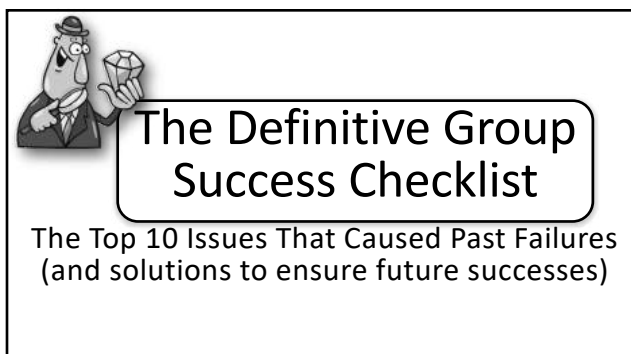




The First Steps Toward Building A Bigger, Better Group Business

The 18 Key Mindset, Marketing
& Management Changes You'll
Need To Succeed



How To Deliver Presentations That Win More Groups



Pitch Perfect Strategies To Nail The Sale

Protect Your Assets! How To Prevent Loss of Your Time and Money



Financial Intelligence
+ Operating Efficiencies p1



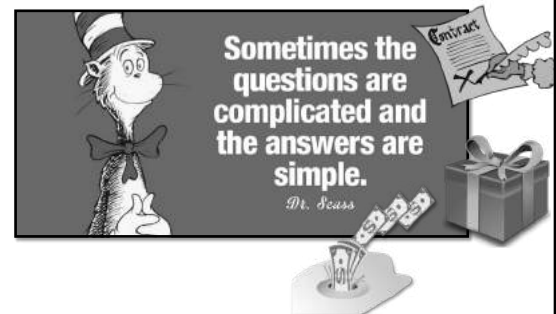
Stuart's Group Launch Sequence

How To Sell More,
Sell Up & Sell Out



Group Growth: Sourcing New Sales

How To Generate More Of
The Quality Group Business
You Want



Maximizing Group Leader Performance

The Six Key Elements Of Awesome
Group Agreement Letters



WRITE AWESOME AGREEMENT LETTERS



WRITE AWESOME AGREEMENT LETTERS

To CONTROL THE OUTCOME



SIX SECRETS TO SUCCESS

- ☆ It is written COLLABORATIVELY
- ☆ It is SIMPLE, CLEAR & CONCISE
- ☆ It protects you BOTH
- ☆ It aligns EXPECTATIONS
- ☆ It defines ROLES & RESPONSIBILITIES
- ☆ It will EVOLVE

WRITE AWESOME AGREEMENT LETTERS

IF HIGH RISK or COMPLEX
YOU MAY NEED an ATTORNEY



WRITE AWESOME AGREEMENT LETTERS

① What you WILL PROVIDE

YOUR PURPOSE:

Summarize products & services
List tasks (GO-TEAM)
Review sales & marketing
Categorize



WRITE AWESOME AGREEMENT LETTERS

② What you will NOT PROVIDE

YOUR PURPOSE:

Remove any doubt about *what is* and
what is not included



WRITE AWESOME AGREEMENT LETTERS

③ What more is AVAILABLE

YOUR PURPOSE:

List extra products available
List extra services available
Include fees
Review declined options



WRITE AWESOME AGREEMENT LETTERS

④ What they will PROVIDE

YOUR PURPOSE:

List tasks & responsibilities
List GO-TEAM
Cover all categories



WRITE AWESOME AGREEMENT LETTERS

⑤ How the INCENTIVE works

YOUR PURPOSE:

Confirm givebacks, kickbacks, rewards
Detail the tiers
State terms & conditions



WRITE AWESOME AGREEMENT LETTERS

⑥ What the KEY DATES mean

YOUR PURPOSE:

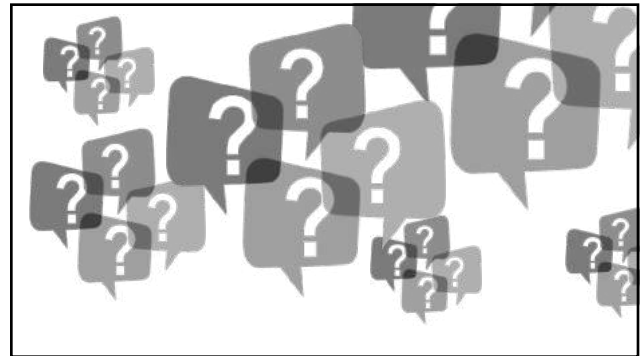
Detail payment deadlines
Detail consequences
Cover all categories
(events, marketing, etc.)



GET THE SIGNATURE!



WRITE AWESOME AGREEMENT LETTERS	
	① What you will provide
	② What you will not provide
	③ What more is available
	④ What they will provide
	⑤ How the incentive works
	⑥ What the key dates mean



	Creating Packages That Increase Sales & Satisfaction
	The Art & Science Of Crafting The More-Inclusive, Irresistible Group Product
	STUART COHEN'S GROUP SALES BOOT CAMP LIVE™ DAY TWO

PACKAGING POWER
Why do most group agents fail?
THEY DO WHAT'S EASY!!!
Present lowest possible PRICE. Sell the bare-bones, stripped-down, OFF-THE-SHELF product. <i>Wait to do the hard work AFTER!</i>

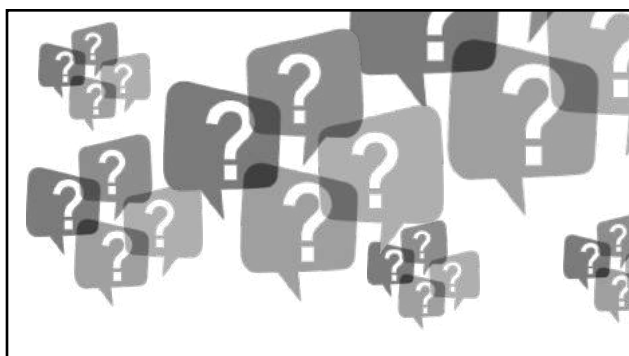
PACKAGING POWER
<u>Don't settle on EASY</u> you'll cheat yourself of success
<u>Don't settle on DULL</u> you'll cheat clients of a better experience
<u>Don't be AMATEUR</u> if you truly want to master groups!

PACKAGING POWER
10 REASONS WHY YOU MUST PACKAGE
1) It's your JOB! 2) To VALIDATE your existence. 3) To reduce _____ & _____. 4) To add _____ & _____. 5) To transform from _____ to _____!

PACKAGING POWER
10 REASONS WHY YOU MUST PACKAGE
6) To make it a SIMPLER SALE. 7) To be a 'CONVENIENCE STORE'. 8) To increase MARGINS (profits). 9) To eliminate WAFFLING. 10) TO BEAT THE COMPETITION.

PACKAGING POWER
10 WAYS HOW TO PACKAGE
1) Think FIT (chef, tailor, designer). 2) Ask "<i>What have you never done?</i>" 3) Ask yourself: <i>what would I do?</i> 4) What reduces _____ & _____? 5) What adds _____ & _____?

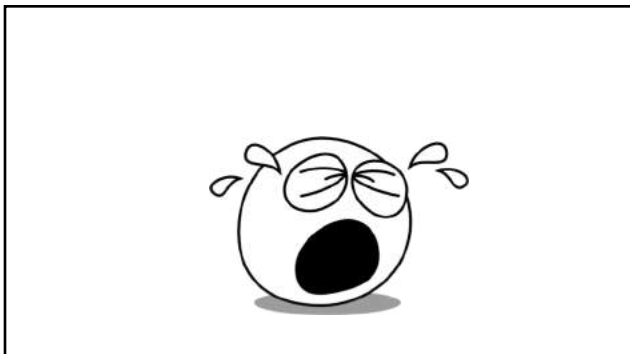
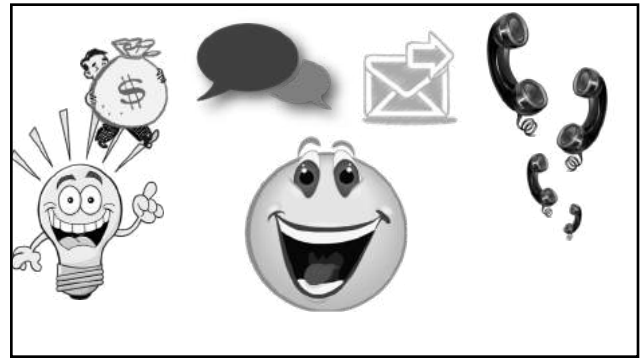
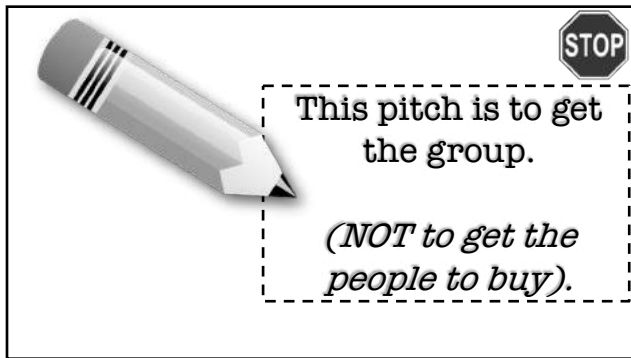
PACKAGING POWER
10 WAYS HOW TO PACKAGE
6) Think way outside everybody's BOX. 7) Ask SUPPLIER REPS & colleagues. 8) Think pure, ridiculous INDULGENCE. 9) Research the AFFINITY. 10) Qualify like a CHAMP!



How To Deliver Presentations That Win More Groups



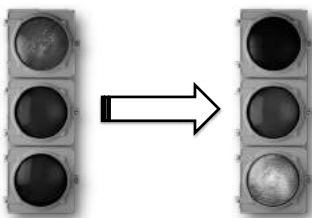
Pitch Perfect Strategies To Nail The Sale



PITCH PERFECT:

1. WHEN YOU HAVE PERMISSION TO PITCH
2. THE 7 ESSENTIAL INGREDIENTS
3. THE PERFECT PITCH IN 18 STRATEGIC STEPS

WHEN YOU HAVE PERMISSION TO PITCH



WHEN YOU HAVE PERMISSION TO PITCH

1. When you are convinced that group travel
is the SOLUTION to my problem.

TO WIN MORE GROUPS:

Don't sell me, solve my problem.
Or I don't need you!

WHEN YOU HAVE PERMISSION TO PITCH

2. When it passes Stuart's Group
Viability Test.



TO WIN MORE GROUPS:

Know before you go.
Don't ignore red flags!

WHEN YOU HAVE PERMISSION TO PITCH

3. When you have the right AUDIENCE.

TO WIN MORE GROUPS:

Present to the *largest group* possible.
(*I'll never sell as well as you!*)

WHEN YOU HAVE PERMISSION TO PITCH

4. When you have the right MEDIUM
(channel).



TO WIN MORE GROUPS:

Never send it via email.
Always do it *LIVE!*

WHEN YOU HAVE PERMISSION TO PITCH

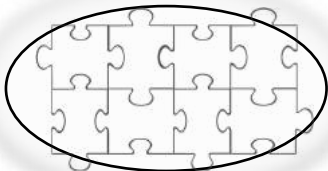
5. When you have a signed
COMMITMENT letter.

BONUS

TO WIN MORE GROUPS:

Be **SURE** you aren't wasting anybody's
time!

THE 7 ESSENTIAL INGREDIENTS



THE 7 ESSENTIAL INGREDIENTS

① Confirm **HOW** you
have solved my
PROBLEM.

THE 7 ESSENTIAL INGREDIENTS

② Confirm HOW you
have ELIMINATED
what I do not want.

THE 7 ESSENTIAL INGREDIENTS

③ Confirm HOW you
have INCLUDED
what I do want.

THE 7 ESSENTIAL INGREDIENTS

④ Confirm HOW you
have reduced my
_____ & _____.

THE 7 ESSENTIAL INGREDIENTS

⑤ Confirm HOW you
have added
_____ & _____.

THE 7 ESSENTIAL INGREDIENTS

⑥ Confirm HOW you
are transforming the
experience from
_____ to _____.

THE 7 ESSENTIAL INGREDIENTS

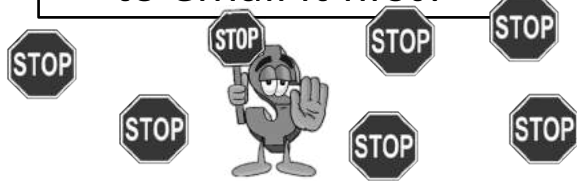
⑦ Confirm HOW you are
INDISPENSIBLE.

THE PITCH (18 AWESOME STEPS)



Strategies to Nail
the Sale

What if they ask you
to email it first?



Resist sending the
pitch before you pitch.

Preserve momentum
Honor the process
Stand firm!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

1. Start ON-TIME.



WHY IT WORKS:
Shows *respect*.
Builds integrity.
Sets the stage!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

2. Express GRATITUDE

WHY IT WORKS:
Shows *grace*.
(Builds integrity).
(Sets the stage)!



THE PERFECT PITCH IN 18 STRATEGIC STEPS

3. Confirm your PURPOSE



WHY IT WORKS:
Shows *alignment*.
(Builds integrity).
(Sets the stage)!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

4. Review the AGENDA

WHY IT WORKS:

Shows *organization*.
(Builds integrity).
(Sets the stage)!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

5. Invite spontaneous Q's

WHY IT WORKS:



Encourages engagement.
Keeps nothing bottled-up!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

6. Kick-off with PRICE

WHY IT WORKS:

Gives us what we want upfront.
Confirms no 'sticker-shock'.
Confirms inclusivity & value!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

7. Use your CUE CARDS

WHY IT WORKS:

Keeps you on track.
Won't let you get 'stuck in the mud'!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

8. DON'T SELL

WHY IT WORKS:

Tells OUR story (not yours).
We can see it day-by-day.
Achieves immersion!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

9. Include YOU in the story

WHY IT WORKS:

Validates your worth (why we need you).
YOU take credit (not the brand).
Sets you up to escort!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

10. Don't leave NOUNS naked

WHY IT WORKS:

Adjectives & verbs elicit emotions.
You'll talk benefits (not features)!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

11. Say what we *won't* miss

WHY IT WORKS:

Don't just tell us what we CAN DO.
Affirms you've thought of everything!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

12. Leverage HANDOUTS

WHY IT WORKS:

Disperse strategically (not all at once).
Supports your pitch.
Builds your brand!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

**13. Speak then **

WHY IT WORKS:

Ensures our 100% approval.
Audience won't get 'stuck in the mud'.
Won't let issues fester!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

14. ASK for the business

WHY IT WORKS:

We need you to ask.
We expect you to ask.
Validates when it's OK to buy!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

15. State NEXT STEPS

WHY IT WORKS:

Does not leave us hanging.
Provides a clear timeline (which we want).
Keeps you in control!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

16. Distribute COPIES after

WHY IT WORKS:

It's a distraction if given earlier.
Plaster with your full contact info.
Include the @!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

17. End ON-TIME



WHY IT WORKS:

Shows *respect*.
(Builds integrity).
(Sets expectations)!

THE PERFECT PITCH IN 18 STRATEGIC STEPS

18. Give some FREE STUFF

WHY IT WORKS:

Everybody loves gifts.
Provides helpful information.
Triggers 'reciprocity'!



Protect Your Assets! How To Prevent Loss of Your Time and Money



Financial Intelligence
+ Operating Efficiencies
Part 1



Rule No. 1:
Never lose money

Rule No. 2:
Never forget Rule
No. 1

Warren Buffet

PROTECT YOUR ASSETS
1: Comprehend the supplier CONTRACT
YOUR PURPOSE:
✓ Avoid consequences of: missing deadlines unsold or lost space falling short of TC's & amenity points penalties due to making changes

PROTECT YOUR ASSETS
1: Comprehend the supplier CONTRACT
SUCCESS TIPS:
✓ Back date deadlines & sync with your client. ✓ Duplicate T & C's on the client agreement letter. ✓ Under commit the TC. ✓ Assume nothing is negotiable!

PROTECT YOUR ASSETS
2: Clarify terms of rate PROTECTION
YOUR PURPOSE:
✓ Protect yourself against new promotions and rate drops.

PROTECT YOUR ASSETS
2: Clarify terms of rate PROTECTION
SUCCESS TIPS:
✓ Hedge by NEVER SELLING BARE-BONES PRODUCT. ✓ Know before your client to be proactive. ✓ Avoid rate reductions. ✓ Choose cash back, spending credit or bonuses. ✓ KEEP IT!

PROTECT YOUR ASSETS
3: Lock down MARKETING costs
YOUR PURPOSE:
✓ Be disciplined! ✓ Eliminate unexpected costs. ✓ Don't go over budget. ✓ Don't increase acquisition cost.

PROTECT YOUR ASSETS
3: Lock down MARKETING costs
SUCCESS TIPS:
✓ Confirm costs in agreement letter. ✓ Confirm costs with vendors. ✓ Include everything in your P&L.

PROTECT YOUR ASSETS
4: Create a P&L spreadsheet
YOUR PURPOSE:
✓ Create pricing models. ✓ Craft packages. ✓ Maximize margins. ✓ Prevent bad choices. ✓ Show when you'll win or lose.

PROTECT YOUR ASSETS
4: Create a P&L spreadsheet
SUCCESS TIPS:
✓ Create a template (i.e. excel). ✓ Use your accountant. ✓ Don't abandon it!

PROTECT YOUR ASSETS
5: NET DOWN everything
YOUR PURPOSE:
✓ Neutralize all commissionable & non-commissionable numbers.

PROTECT YOUR ASSETS
5: NET DOWN everything
SUCCESS TIPS:
✓ Unplug (separate out) all taxes, fees, gratuities (if not included).

PROTECT YOUR ASSETS
6: Set the MARK-UP (commission)
YOUR PURPOSE:
✓ Don't be a commission hostage. ✓ Set your own profit margin. 

PROTECT YOUR ASSETS
6: Set the MARK-UP (MARGIN)
SUCCESS TIPS:
✓ Bake in more of your fees to earn on all products & services. ✓ MARK-UP that is fair and reasonable to the CLIENT & YOU!

MARGIN-UP CHEAT SHEET

MARK-UP Desired (M)	Multiplier to use	C x M	New SELLING-PRICE (SP)	Your actual \$ MARK-UP is
10%	1.1	\$540 x 1.1	\$594.00	\$54.00
15%	1.18	\$540 x 1.18	\$637.20	\$97.20
20%	1.25	\$540 x 1.25	\$675.00	\$135.00
25%	1.33	\$540 x 1.33	\$718.20	\$178.20
30%	1.43	\$540 x 1.43	\$772.20	\$232.20

✓ Watch out for taxes, fees, gratuities!

PROTECT YOUR ASSETS

7: Factor in VARIABLES

YOUR PURPOSE:

- ✓ Eliminate RISK of losing money.
- ✓ Don't get caught SHORT.
- ✓ Know when to hold'em, know when to fold'em (know when to grow'em!).

PROTECT YOUR ASSETS

7: Factor in VARIABLES

SUCCESS TIPS:

- ✓ Include TC earnings, incentive pricing, Group Leader incentive payouts, bonus commissions, give-backs..
- ✓ Know where your break-even is.

PROTECT YOUR ASSETS

8: Have an OVERPAYMENT solution

YOUR PURPOSE:

- ✓ Collect for ALL components seamlessly.
- ✓ Collect for ALL components opaquely.

PROTECT YOUR ASSETS

8: Have an OVERPAYMENT solution

SUCCESS TIPS:

- ✓ Choose brands that allow overpayments.
- ✓ Collect extra in the deposit.
- ✓ Take partial payment via check.
- ✓ Take direct CC payments.

PROTECT YOUR ASSETS

9: Minimize # of PAYMENTS

YOUR PURPOSE:

- ✓ Spend less time invoicing.
- ✓ Spend less time chasing down money.

PROTECT YOUR ASSETS
9: Minimize # of PAYMENTS
SUCCESS TIPS:
✓ Simplify to no more than 2 payments.

PROTECT YOUR ASSETS
10: Be crystal clear on INCLUSIONS
YOUR PURPOSE:
✓ Eliminate ambiguity and arguments.
✓ Eliminate stress of collecting other fees.
✓ Verifies EXCLUSIONS TOO.

PROTECT YOUR ASSETS
10: Be crystal clear on INCLUSIONS
SUCCESS TIPS:
✓ GO ALL-IN or ALL-OUT with the fees, taxes & gratuities that you merely COLLECT.
✓ State EXACTLY what is included.
✓ State EXACTLY what is not included.

PROTECT YOUR ASSETS
11: Be crystal clear on PENALTIES
YOUR PURPOSE:
✓ Protect against changes.
✓ Protect against cancellations.
✓ Protect against late payments.

PROTECT YOUR ASSETS
11: Be crystal clear on PENALTIES
SUCCESS TIPS:
✓ List and/or link to the supplier's penalty schedule.
✓ List YOUR penalty calendar & consequences.
✓ Publish this offline & online (every invoice).

PROTECT YOUR ASSETS
12: Do not ESCORT for free
YOUR PURPOSE:
✓ Establish your value.
✓ Not to be taken advantage of.
✓ Get paid for your professional services.
✓ Protect the group from DISASTERS.
✓ Allow the group leader to HAVE FUN (& no stress).

PROTECT YOUR ASSETS
12: Do not ESCORT for free
SUCCESS TIPS:
✓ Consider when group has complex agenda or large. ✓ INCLUDE (bake) into package. ✓ Cover your travel costs (TC?). ✓ IF YOU DO NOT PUT HIGH VALUE TO THAT, THEY WILL NOT.

PROTECT YOUR ASSETS
13: Maximize TRAVEL insurance sales
YOUR PURPOSE:
✓ Give peace-of-mind protection to CLIENTS ✓ Get peace-of-mind protection ✓ Earn

PROTECT YOUR ASSETS
13: Maximize TRAVEL insurance sales
SUCCESS TIPS:
✓ Sell it LEGALLY (i.e. cannot say 'included'). ✓ Watch the CFAR deadlines. ✓ Leverage the resources of the insurance supplier.

PROTECT YOUR ASSETS
14: Don't SELL individually
YOUR PURPOSE:
✓ Be efficient & avoid getting crushed. ✓ Selling is more effective in a group environment. ✓ SELL MORE, SELL UP & SELL OUT!

PROTECT YOUR ASSETS
14: Don't SELL individually
SUCCESS TIPS:
GROUP LAUNCH SEQUENCE 

PROTECT YOUR ASSETS
15: Don't SERVICE individually
YOUR PURPOSE:
✓ Avoid drowning in phone calls and call backs. ✓ Avoid being crushed by repetitive emails. ✓ Be exceptionally efficient. ✓ Deliver better service.

PROTECT YOUR ASSETS
15: Don't SERVICE individually
SUCCESS TIPS:
✓ Train.. have regularly scheduled GROUP CHATS. ✓ Train.. encourage Q's to post on Facebook page. ✓ Train.. answer emails & post the Q&A publicly. ✓ Anticipate.. create a Q&A 'living document'. ✓ Anticipate.. know the questions beforehand!

PROTECT YOUR ASSETS
16: Use FORMS
YOUR PURPOSE:
✓ Capture and collect data in a single source. ✓ Put an end to the fax. ✓ Put an end to the cut & paste. ✓ Put an end to wasted phone time. ✓ Put an end to making errors.

PROTECT YOUR ASSETS
16: Use FORMS
SUCCESS TIPS:
✓ Surveys. ✓ Opt-in/Opt-out. ✓ Special needs, medical issues. ✓ Electronic signatures. ✓ Capture payments if using a SECURE FORM.

PROTECT YOUR ASSETS
17: Compare MANIFESTS
YOUR PURPOSE:
✓ True-up yours vs. supplier's to protect against: ✓ changes ✓ cancellations ✓ errors ✓ surprises

PROTECT YOUR ASSETS
17: Compare MANIFESTS
SUCCESS TIPS:
✓ Do the comparison <i>weekly</i>. ✓ Request that supplier 'auto-send'.

PROTECT YOUR ASSETS
18: Never say <i>I'LL TRY</i>
YOUR PURPOSE:
✓ Not to inadvertently make a costly commitment. ✓ Avoid arguments and ill will.

PROTECT YOUR ASSETS
18: Never say <i>I'LL TRY</i>
SUCCESS TIPS:
✓ Say a firm YES or NO. ✓ If answer is unknown pledge follow up... ✓ If answer is known, LEVERAGE IT! (be the hero) ✓ Confirm EVERY CONVERSATION in writing.

PROTECT YOUR ASSETS
19: RECONCILE diligently
<i>Reconciliation</i> is an accounting process that uses two sets of records to ensure figures are correct and in agreement.

PROTECT YOUR ASSETS
19: RECONCILE diligently
YOUR PURPOSE:
✓ Compare your accounting vs. supplier. ✓ Protect against errors. ✓ Protect against surprises.

PROTECT YOUR ASSETS
19: RECONCILE diligently
SUCCESS TIPS:
✓ Do IMMEDIATELY. ✓ Check TC's, commissions, amenity points, etc. ✓ Watch for client 'open' balances. ✓ Use an accountant!

PROTECT YOUR ASSETS
20: Pay INCENTIVES after
YOUR PURPOSE:
✓ Insurance against close-in, high impact changes. ✓ Commissions, TC's, amenity points, etc., (things that are not guaranteed).

PROTECT YOUR ASSETS
20: Pay INCENTIVES after
SUCCESS TIPS:
✓ Do immediately when out of danger zone. ✓ Be clear in agreement letter.

