

A black and white graphic. At the top, the text 'GROUP SALES' is in a serif font, flanked by horizontal lines. Below it, 'BOOT CAMP LIVE' is in a large, bold, serif font, also flanked by horizontal lines. Underneath that, 'JUNE 1, 2, 3' is in a smaller serif font. To the left of the text, the word 'Welcome' is written in a large, cursive script. In the bottom right corner, there is a cartoon illustration of a man with a large nose, wearing a suit and tie, sitting at a desk with a computer monitor and keyboard. He has his arms raised in a celebratory gesture.

If you can think BIG I will help you do BIG



Chief Motivation Officer
StuartLloydCohen.com

**GROUP SALES
BOOT CAMP**
FOR IMMERSIVE, COMPREHENSIVE BUSINESS TRAINING

**GROUP SALES
SUCCESS SUMMIT**
THE EPIC ONLINE INSPIRATIONAL EDUCATIONAL EVENT

**GROUP SALES
BOOT CAMP LIVE**
MARCH 23, 24, 25 OR JUNE 1, 2, 3
SAVE THE DATES!

**GROUP SALES
POWER HOUR**
A Podcast with Stuart Cohen

A graphic with the text "MY MISSION" in a rounded rectangle and "GOAL" in large letters, with a ladder leaning against the "O" in "GOAL".

MY MISSION

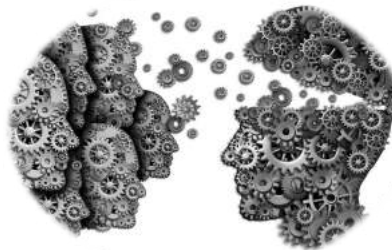
1. **VALIDATE** WHAT YOU MAY ALREADY BE DOING.
2. **REMINDE YOU** OF WHAT YOU MAY HAVE FORGOTTEN.
3. **GIVE YOU NEW IDEAS** YOU HAD NOT THOUGHT OF!

MY MISSION

**INFORMATION
TRANSFORMATION**

YOUR MISSION

**INFORMATION
+ APPLICATION
TRANSFORMATION**



**A Fresh Start: How We Will
Build A Bigger, Better
Sustainable Group Business**

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



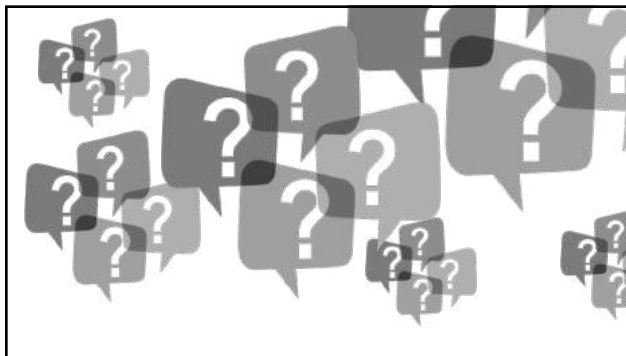
**The Definitive GROUP
SUCCESS Checklist**

The Top 10 Issues That Caused
Past Failures (and solutions to
ensure future successes)



The Definitive GROUP LEADER Checklist

The Top 19 Keys To Identifying & Driving Better Success With Group Leaders



A Fresh Start: How We Will Build A Bigger, Better Sustainable Group Business

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



Do you know the differences between **SPECULATIVE** groups and **AFFINITY** groups

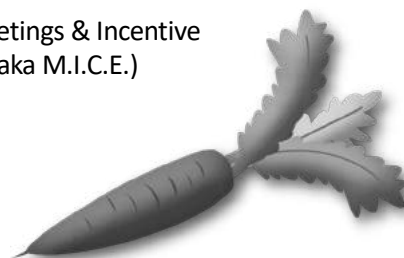


Affinity



*speculative
(promotional)*

Corporate Meetings & Incentive Groups (aka M.I.C.E.)



1. Stop mixing them up
and start building a
true **AFFINITY** group
business.



Do you know exactly
why your groups are
NOT awesomely
successful



2. Stop using the old
school, out dated,
INEFFECTIVE METHODS.



Are you convinced the
dot coms and suppliers
are stealing your
groups



3. Stop worrying about
them stealing and start
focusing on **EARNING.**



Are you frustrated
that consumers don't
know your **VALUE** or
WORTH



4. Show them why they need you and how you will **save them from screwing it up.**



HERE'S WHY THEY NEED YOU:

1. YOU REDUCE STRESS & RISK.

2. YOU ADD VALUE & CONVENIENCE.

3. YOU TRANSFORM THE ENTIRE EXPERIENCE FROM GOOD TO GREAT!

Are you pushing all groups to all people on all products to all destinations



5. Discover your **NICHE** and become a **CELEBRITY AUTHORITY** on **SOMETHING.**



Are you looking for groups far and wide and don't know where they're hiding



6. Stop searching out there and start looking in your own **BACKYARD.**



Are you *selling* your group services and wondering why so few are buying



7. Stop **SELLING**, start **SOLVING PROBLEMS** because nobody wants to be sold to.



Are you frustrated when nobody responds to your big ideas



8. Stop **DUMPING** big ideas in emails and start having **CONVERSATIONS.**



Do you think doing deals with group leaders is the **ONLY** path to success



9. Consider building a robust group business around **YOU** as the **LEADER.**



Are you avoiding small groups and searching only for 'big groups with big profits'



10. Start putting **QUALITY** over **QUANTITY.**



Do you wish you had a crystal ball showing which are the *losers* and which are *winners*



11. **EVALUATE** before you commit so you know before you go [crazy].



Are you rushing to quote, getting beat up on the price and losing the business?



12. Stop selling the off-the-shelf, bare-bones, stripped-down **PRODUCT** and start selling the **PACKAGE.**



Do you believe offering
FREE TRAVEL is the
best way to get groups



13. Stop assuming
FREEBIES are the only
way to attract and
motivate group leaders.



Is it frustrating and
stressful when group
leaders don't deliver



14. Stop leaving things
to **CHANCE** by getting a
SIGNED group
agreement letter.



Is your business
process the same for
groups and individuals



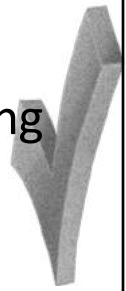
15. Start doing affinity
groups **DIFFERENTLY**,
EFFICIENTLY and
EFFECTIVELY.



Isn't it awful when you rush to launch, nobody buys and the group fizzles?



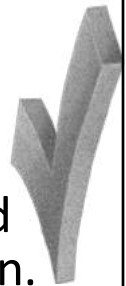
16. Stop doing bass-ackwards marketing and start doing a proper **PRODUCT LAUNCH.**



Are you settling for the commission as your only profit margin and barely earning



17. Start crafting a **MORE-INCLUSIVE** package that offers higher value more and earns you higher margin.



Do you know why you came here and what you want to leave with



What is *Your* B.H.A.G.?

- ☐ To build it from scratch?
- ☐ To take it from good to great?
- ☐ To rescue a failing group?
- ☐ To launch your dream group?

18. Know exactly why
you are here so you get
exactly what you
came for.



“

J.C. Penny

The best way to stop a
bad habit is to never
begin it.

”

“

Stuart L. Cohen

The best way to stop a
bad habit is to replace it.

”



Free cheese
is always available
in mouse traps

The Definitive GROUP SUCCESS Checklist

The Top 10 Issues That Caused
Past Failures (and solutions to
ensure future successes)





Stuart's **Group Viability Test**

HOW TO PICK THE WINNING GROUPS

1. Are you talking to the TOP?

IF NOT:

Info is *drag* and *lag*.
Can't qualify accurately.
One dimensional perspective.
Can't *re-present* like you!



HOW TO PICK THE WINNING GROUPS

1. Are you talking to the TOP?

THE FIX:

Request BIG meeting
Relieve the 'burden of repeating'



HOW TO PICK THE WINNING GROUPS

2. Is the HISTORY² good?

IF NOT:

Issues may be insurmountable
Don't inherit a nightmare



HOW TO PICK THE WINNING GROUPS

2. Is the HISTORY² good?

THE FIX:

Research WAY before
Play detective (ask specifics)
What worked & what failed
Float suggestions



HOW TO PICK THE WINNING GROUPS

3. Is the AFFINITY strong enough?

IF NOT:

Nobody will care
Nobody will come
(No matter what the price)



HOW TO PICK THE WINNING GROUPS
3. Is the AFFINITY strong enough?
THE FIX:
Strengthen the magnet Add strategic partners Add sponsors



HOW TO PICK THE WINNING GROUPS
4. Enough potential GUESTS?
IF NOT:
Only a percentage will buy Big gap in expectations vs. reality



HOW TO PICK THE WINNING GROUPS
4. Enough potential GUESTS?
THE FIX:
Assess the prospect pool size vs. affinity Calculate a realistic number Consider the history ² Stay grounded



HOW TO PICK THE WINNING GROUPS
5. Is the BUDGET sensible?
IF NOT:
Expectations will not be met They blame the product They blame you You lose money & face



HOW TO PICK THE WINNING GROUPS
5. Is the BUDGET sensible?
THE FIX:
Be 100% upfront, honest & realistic Change budget or expectations Describe good, better, best options Talk DISAPPOINTMENT COST!



HOW TO PICK THE WINNING GROUPS
6. Can you handle the DEMANDS?
IF NOT:
Risk of failure increases Lose money Lose your mind Lose other customers



HOW TO PICK THE WINNING GROUPS

6. Can you handle the DEMANDS?

THE FIX:

Breathe & break it down
Go with your gut
Get help OR get out!



HOW TO PICK THE WINNING GROUPS

7. Can PRODUCT handle it?

IF NOT:

Risk of failure increases
Relationship is strained
Disappoint the partnership
Disappoint the client



HOW TO PICK THE WINNING GROUPS

7. Can PRODUCT handle it?

THE FIX:

Ask
Go with your gut
Change brands
Reinvent the event!



HOW TO PICK THE WINNING GROUPS

8. Can the TARGET be reached easily?

IF NOT:

May NOT be a true affinity
Acquisition cost rises
ROI nose dives
Risk of failure increases!



HOW TO PICK THE WINNING GROUPS

8. Can the TARGET be reached easily?

THE FIX:

Identify where they hang out
Get help if that's not your social-zone
Find strategic partners with lists
Do 'spec' group instead



HOW TO PICK THE WINNING GROUPS

9. What is TOTAL VALUE PROPOSITION?

IF NOT:

No legs, no big picture
benefits



HOW TO PICK THE WINNING GROUPS

9. What is TOTAL VALUE PROPOSITION?

THE FIX:

Think short & long term
 Assess full value of list
 Assess value of your experience
 Get 'right of first refusal'?



HOW TO PICK THE WINNING GROUPS

10. How will the GL perform?

IF NOT:

You will fail



HOW TO PICK THE WINNING GROUPS

10. How will the GL perform?

THE FIX:

Identify & remove obstacles
 Find secret to getting them vested
 Identify a more **influential** person!



The Definitive GROUP LEADER Checklist

The Top 19 Keys To Identifying &
 Driving Better Success With
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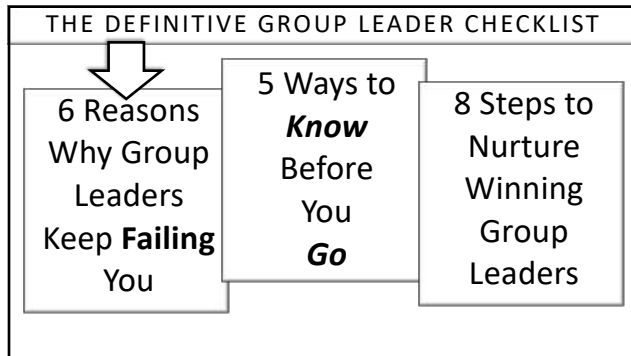
Group Leaders letting you down?

It's not their job to hold you up!
 (They hired YOU to hold THEM up)



”





WHY GROUP LEADERS ARE FAILING YOU

You tempted them with FREE TRAVEL..

so their primary goal is to TRAVEL FREE.

WHY GROUP LEADERS ARE FAILING YOU

It took a lot to convince them to do the GROUP..

so it's all about solving *your problem* and not theirs.

WHY GROUP LEADERS ARE FAILING YOU

They have no plans to TRAVEL with the group..

and are not vested in the *event* or interested in the *people*.

WHY GROUP LEADERS ARE FAILING YOU

They are busy EXECUTIVES..

who have *little time* for you and *delegate tasks* to others (who are also too BUSY)

WHY GROUP LEADERS ARE FAILING YOU

You thought the INCENTIVE was very generous..

but they did not want it, need it or CARE much about it.

WHY GROUP LEADERS ARE FAILING YOU

The deal was done on a HANDSHAKE..

because you feared they would never sign an AGREEMENT.



WHY GROUP LEADERS ARE FAILING YOU

1. Don't assume FREE TRAVEL works.
2. Don't make it about YOU.
3. Do be wary of non-participants.
4. Do be wary of BIG TITLES.
5. Do search for personal 'hot-buttons'.
6. Do get a signed agreement!

THE DEFINITIVE GROUP LEADER CHECKLIST

6 Reasons
Why Group
Leaders
Keep **Failing**
You

5 Ways to
Know
Before
You
Go



8 Steps to
Nurture
Winning
Group
Leaders

WAYS TO KNOW BEFORE YOU GO: #1

Assess their TRUE PURPOSE..

Is it self-less
or self-ish?



WAYS TO KNOW BEFORE YOU GO: #2

Assess their CIRCLE OF INFLUENCE..

Is their leadership strong
or weak?



WAYS TO KNOW BEFORE YOU GO: #3

Assess their SOCIAL STATUS..

Are they genuinely loved?



WAYS TO KNOW BEFORE YOU GO: #4

Assess their **ACCESSIBILITY**..

Do they play hard to get
or do they follow-up?



WAYS TO KNOW BEFORE YOU GO: #5

Assess their **COMMITMENT**..

Are they in-it to win-it
(for who)?



THE DEFINITIVE GROUP LEADER CHECKLIST

6 Reasons
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Know
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STEPS TO NURTURE WINNING GROUP LEADERS: #1

Create NEW group leaders

- Quit searching for old ones
- Look for big influencers



STEPS TO NURTURE WINNING GROUP LEADERS: #2

Don't call them a
GROUP LEADER

- They may not want the title



STEPS TO NURTURE WINNING GROUP LEADERS: #3

Take CONTROL

- You must earn the LEADERSHIP role
 - Establish authority
 - *That's why they hired YOU!*



STEPS TO NURTURE WINNING GROUP LEADERS: #4

Synchronize the MISSION

- Primary objective **MUST** be same
- Define **EXACTLY** what success is



STEPS TO NURTURE WINNING GROUP LEADERS: #5

Create a MEANINGFUL incentive

- Let it be revealed **ORGANICALLY**
 - Keep it **GUEST-CENTRIC**
 - Clearly define tiers
 - Watch the freebies



STEPS TO NURTURE WINNING GROUP LEADERS: #6

Remove all OBSTACLES

"What's stopping you from doing amazing things?"



STEPS TO NURTURE WINNING GROUP LEADERS: #7

Establish LEADERSHIP & STRUCTURE

- Identify a **GO-TEAM**
- Create an **ACTIVITY SCHEDULE**
- Sched. & lead **WEEKLY** meetings
- Aim for **SYNCHRONICITY** (harmony)



STEPS TO NURTURE WINNING GROUP LEADERS: #7

Establish LEADERSHIP & STRUCTURE

- Don't run from **MONEY** matters
- Confirm everything in writing
- Be a *success coach*!



STEPS TO NURTURE WINNING GROUP LEADERS: #8

Get a signed
GROUP AGREEMENT LETTER



