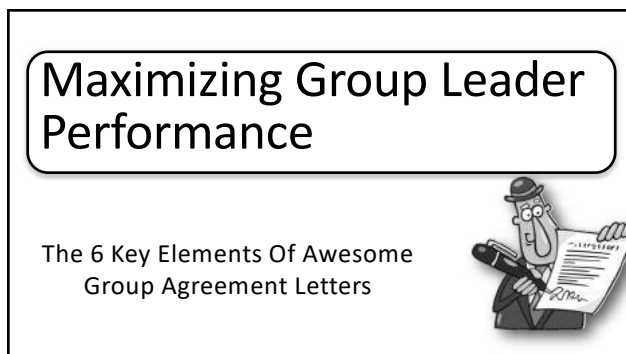
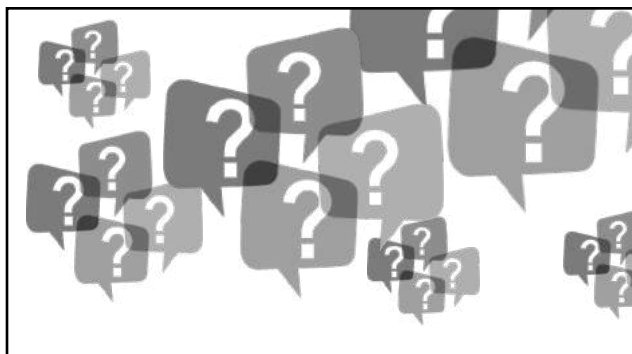
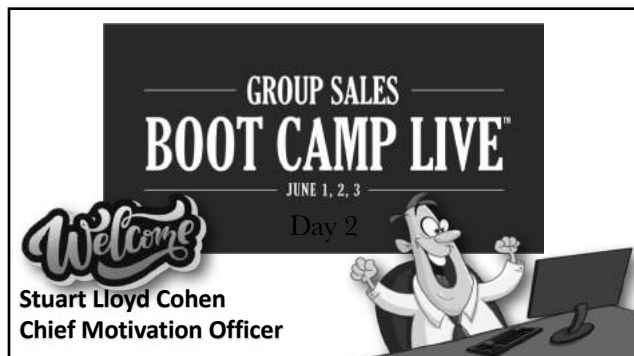
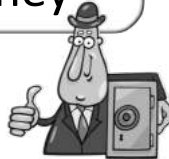




Protect Your Assets! How To Prevent Loss of Your Time & Money



Financial Intelligence
+ Operating Efficiencies
Part 1



Maximizing Group Leader Performance

The 6 Key Elements Of Awesome
Group Agreement Letters



WRITE AWESOME AGREEMENT LETTERS



WRITE AWESOME AGREEMENT LETTERS

TO CONTROL THE OUTCOME

Why is it necessary???



WRITE AWESOME AGREEMENT LETTERS

- ☆ 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.)



WRITE AWESOME AGREEMENT LETTERS

NOT included:

Specific Trip/Itinerary Details
Supplier Terms & Conditions



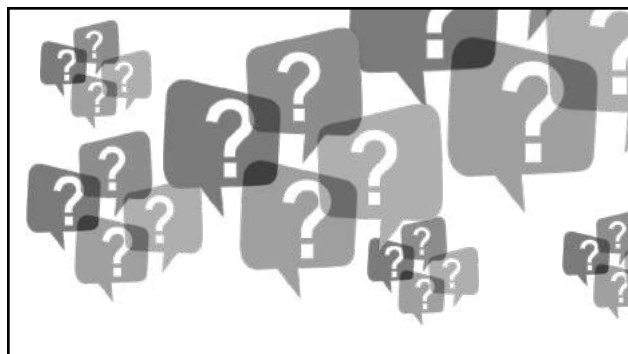
WRITE AWESOME AGREEMENT LETTERS

GET THE SIGNATURE



WRITE AWESOME AGREEMENT LETTERS

- ① W Think of all the things ide
- ② to bite you, give you provide
- ③ headaches, cost you out-of-pocket money and are e
- ④ always misunderstood e
- ⑤ and misinterpreted by works
- ⑥ the group leader. s mean



Creating Packages That Increase Sales & Satisfaction

The Art & Science Of Crafting The
More-Inclusive, Irresistible Product



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.
Wait to do the hard work AFTER!

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 them <i>"What have you never done?"</i>
3) Ask yourself <i>what would I do?</i>
4) What reduces <i>stress & risk?</i>
5) What adds <i>value & convenience?</i>

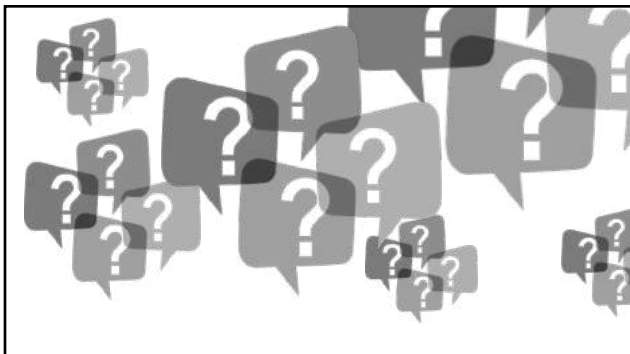
PACKAGING POWER
10 WAYS HOW TO PACKAGE
6) Think way outside everybody's BOX.
7) Ask SUPPLIER REPS & colleagues.
8) Think pure, ridiculous INDULGENCE.
9) Research the AFFINITY.
10) Qualify like a CHAMP!

PACKAGING POWER

KEYWORD:
ANTICIPATE



PACKAGING POWER

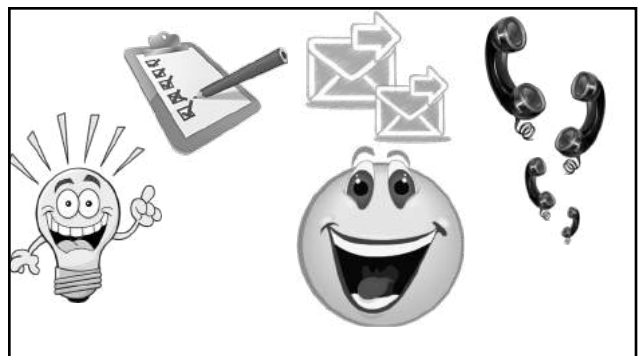



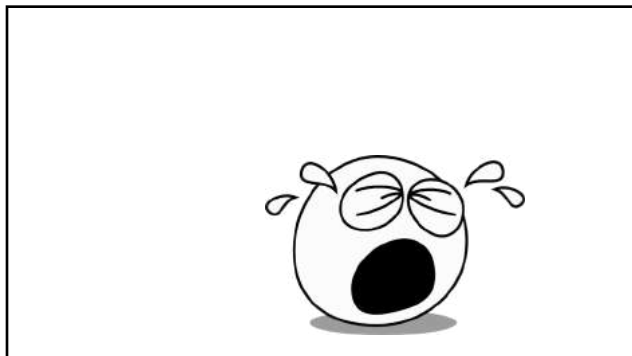
How To Deliver
Presentations That Win
More Groups

Pitch Perfect Strategies To
Help You Nail The Sale



This pitch is to *get the group.*
(*NOT to get the people to buy*)

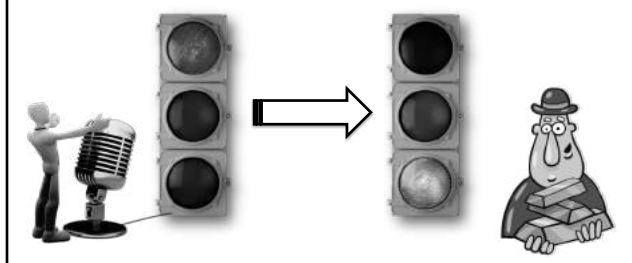





PITCH PERFECT:

1. WHEN YOU HAVE PERMISSION TO PITCH
2. THE SEVEN 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

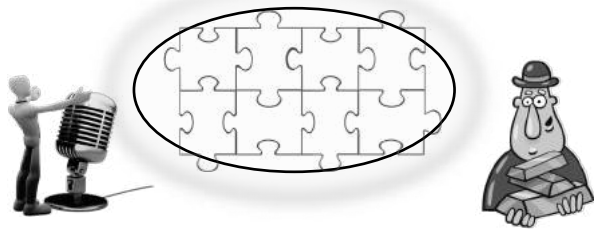
5. When you have a signed
COMMITMENT letter.

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

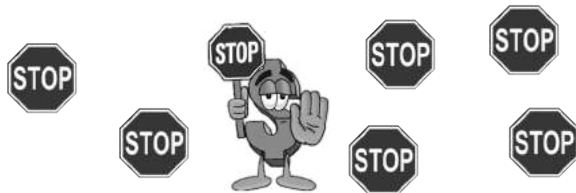
⑦ Confirm HOW you are
INDISPENSIBLE.

THE PERFECT PITCH IN 18 STRATEGIC STEPS

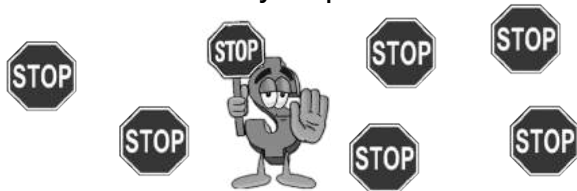
Strategies to Nail
the Sale



What if they ask you to email it first?



Resist sending the pitch
before you pitch.



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*.



THE PERFECT PITCH IN 18 STRATEGIC STEPS

3. Confirm your PURPOSE

WHY IT WORKS:

Shows *alignment*.



THE PERFECT PITCH IN 18 STRATEGIC STEPS

4. Review the AGENDA

WHY IT WORKS:

Shows *organization*.

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:

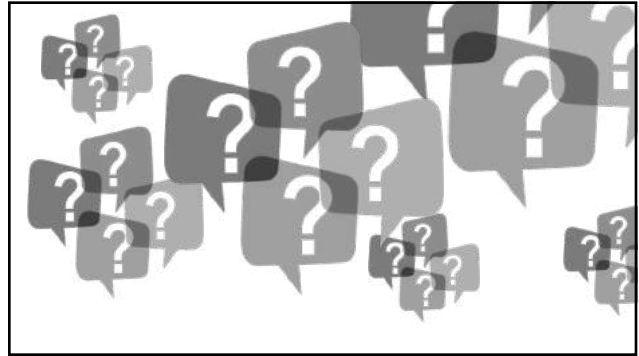
Shows *respect*.

THE PERFECT PITCH IN 18 STRATEGIC STEPS

18. Give some FREE STUFF

WHY IT WORKS:

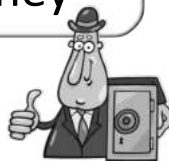
Everybody loves gifts.
Provides helpful information.
Triggers 'reciprocity'!



Protect Your Assets! How To Prevent Loss of Your Time & 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.

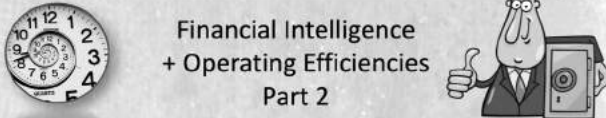
PROTECT YOUR ASSETS
4: Create a P&L spreadsheet
YOUR PURPOSE:
✓ Create pricing models. ✓ Craft packages. ✓ Maximize margins. ✓ Prevent bad choices. ✓ Show when you'll win or lose.

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!
How To Prevent Loss of Your Time & Money



Financial Intelligence
+ Operating Efficiencies
Part 2

STUART COHEN'S GROUP SALES BOOT CAMP LIVE | JUNE 3, 2021

Stuart's
Group Launch Sequence



How To Sell More,
Sell Up and Sell Out

STUART COHEN'S GROUP SALES BOOT CAMP LIVE | JUNE 3, 2021

Group Growth:
Sourcing New Sales



How To Generate
More Of The
Quality Group
Business You Want

