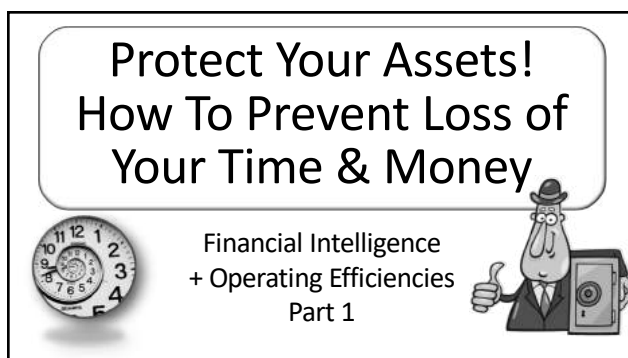
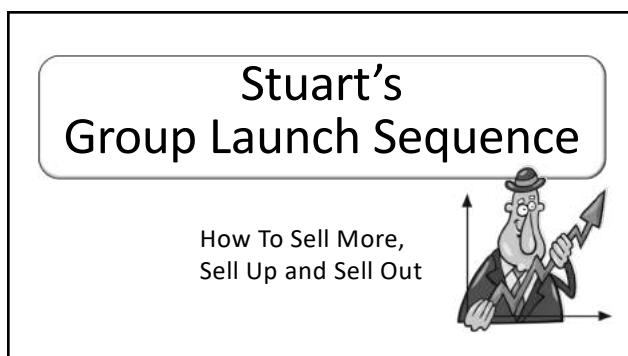
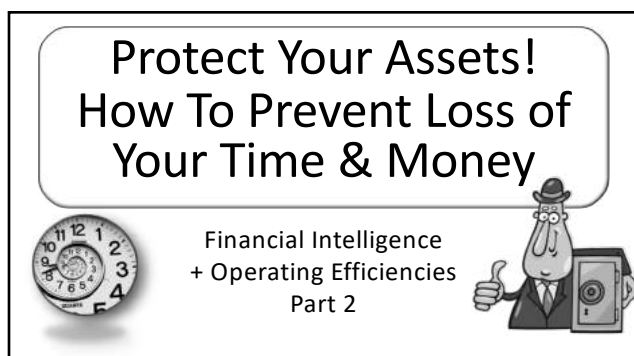
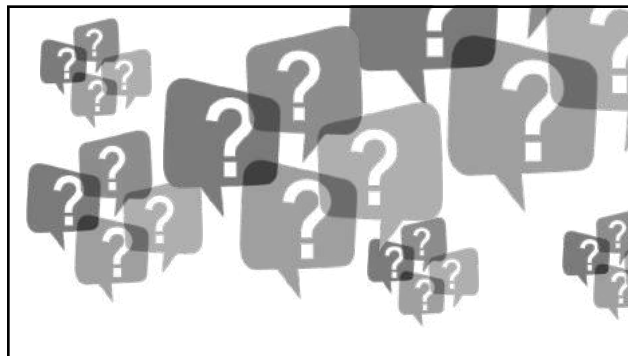
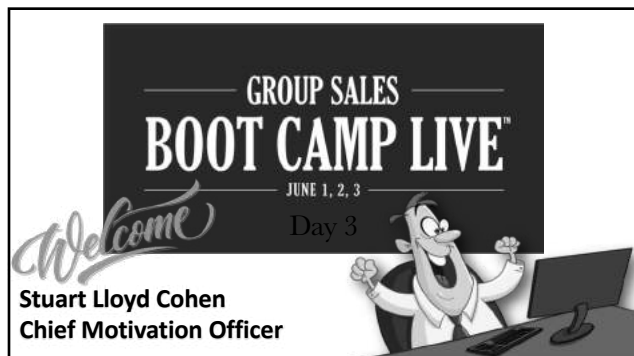




PROTECT YOUR ASSETS

5: NET DOWN everything

YOUR PURPOSE:

- ✓ Neutralize all commissionable & non-commissionable numbers.

Sell Price:	\$5,800.00	
Taxes/Fees/NCCF:	-\$ 200.00	
Commissionable Rate:	\$5,600.00	
Commission 12%	-\$672.00	5,600 x .12
NET Rate	\$4,928.00	5,600 x .88

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

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!

MARKUP 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 (hidden).
- ✓ Do not hit client with multiple charges!

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.
- ✓ Do not to be taken advantage of/taken for granted.
- ✓ Confirm this professional service (event coordination).
- ✓ 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.
- ✓ Require the OPT-OUT signature.

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 ONLINE FORMS

YOUR PURPOSE:

- ✓ Capture and collect data in a single source.
- ✓ Put an end to the fax.
- ✓ End the cutting & pasting.
- ✓ End the timely phone calls.
- ✓ End the errors.

PROTECT YOUR ASSETS

16: Use ONLINE FORMS

SUCCESS TIPS:

- ✓ Surveys.
- ✓ Opt-in/Opt-out.
- ✓ Special needs, medical issues.
- ✓ Electronic signatures.
- ✓ Capture payments if using a SECURE FORM.

JOTFORM.COM

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 *weekly*.
- ✓ Request that supplier 'auto-send'.



PROTECT YOUR ASSETS

18: Never say *I'LL TRY*

YOUR PURPOSE:

- ✓ Avoid inadvertently make a costly commitment.
- ✓ Avoid arguments and ill will.

PROTECT YOUR ASSETS

18: Never say *I'LL TRY*

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

Reconciliation 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:

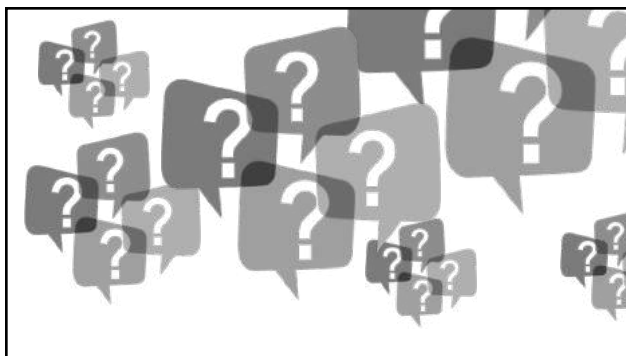
- ✓ Insurance against close-in, high impact changes.
- ✓ Commissions, TC's, amenity points, etc., (things that are not guaranteed).

PROTECT YOUR ASSETS

20: Pay INCENTIVES after

SUCCESS TIPS:

- ✓ Do immediately when out of danger zone.
- ✓ Be clear in agreement letter.



Stuart's
Group Launch Sequence

How To Sell More,
Sell Up and Sell Out



LEAD/IDEA

QUALIFY

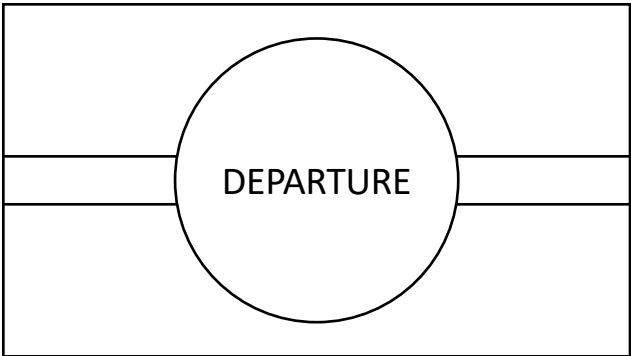
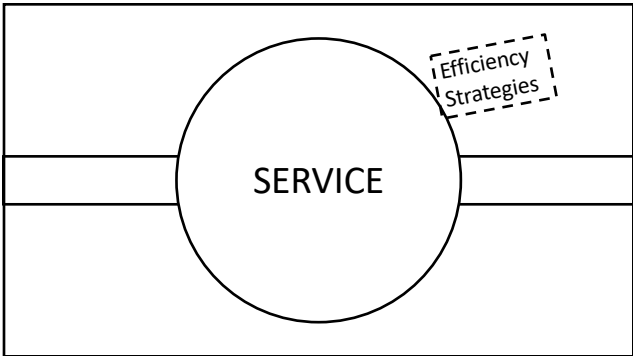
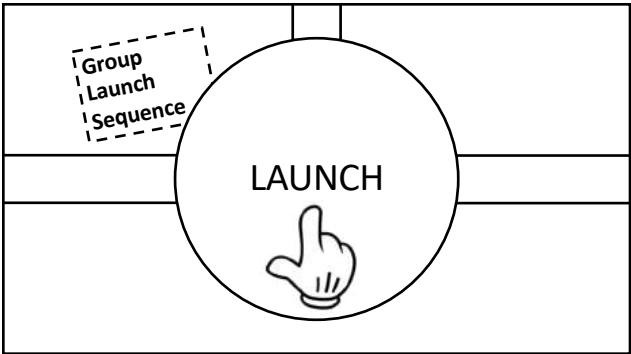
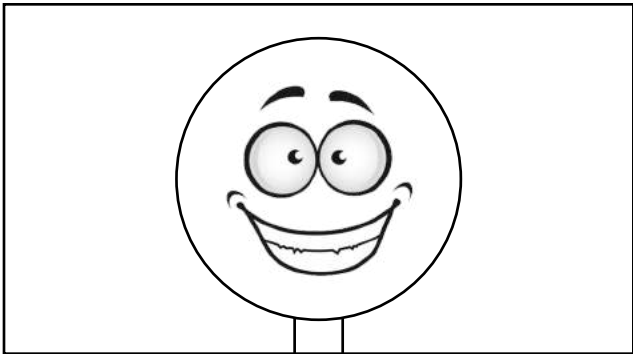
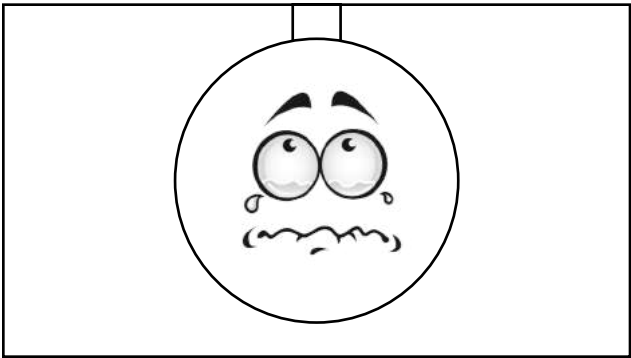
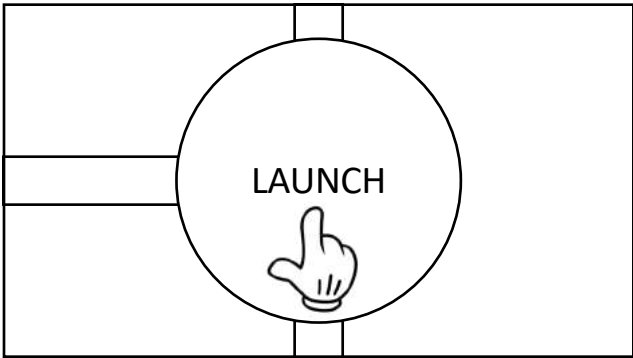
Group Viability Test

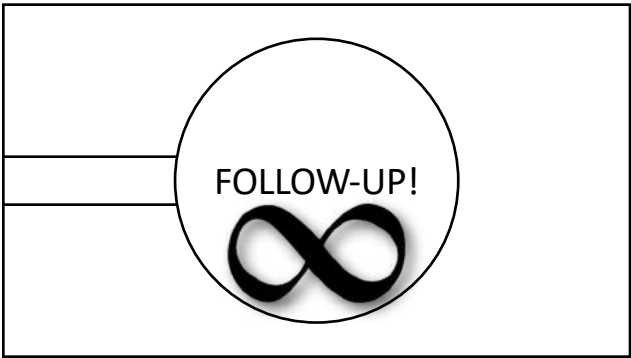
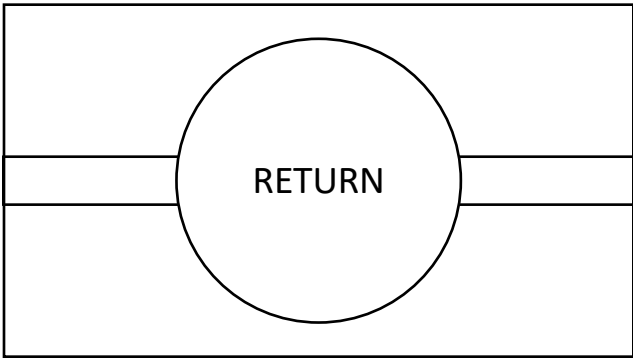
PACKAGE

PITCH

Group Agreement Letter

SIGNATURE(S)





Most agents are still practicing this old-school, outdated method:

1. BLOCK SPACE;
2. ANNOUNCE RATES;
3. OPEN SALE;
4. DO MARKETING.

This method *fails* far more often than it *succeeds*.

\$5,000

sale



PROMOTIONS



\$5,000



The 3 Reasons Why Old Methods Fail
The 10 Lessons Learned
The Promotion Redefined
The 6 Step Group Launch Sequence

The 3 Reasons Why Old Methods Fail

1. We believe that the group is so awesome it has already sold itself.

If you build it, they may *not* come.
(even if they said they would!)

The 3 Reasons Why Old Methods Fail

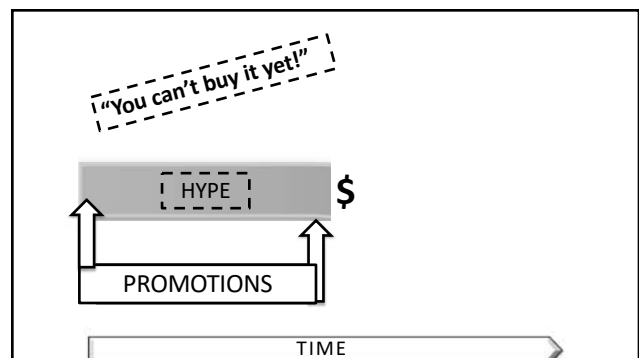
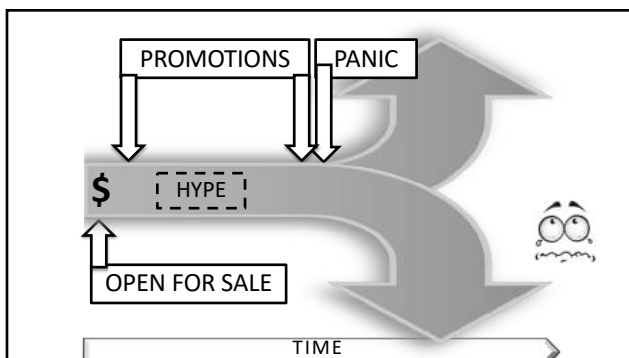
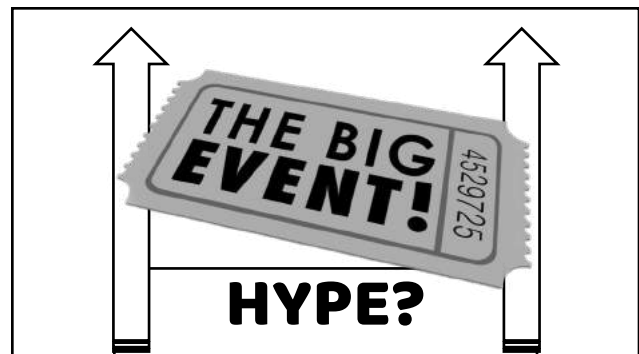
2. We believe that the group should go on sale urgently.

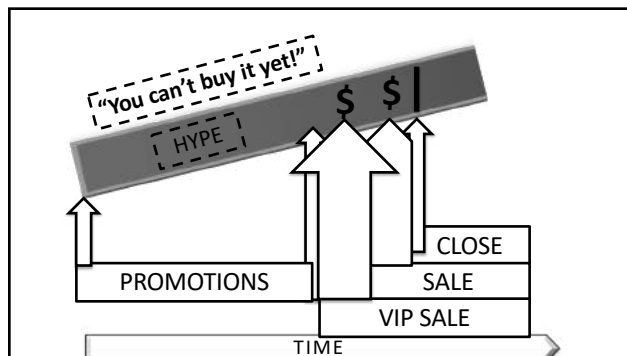
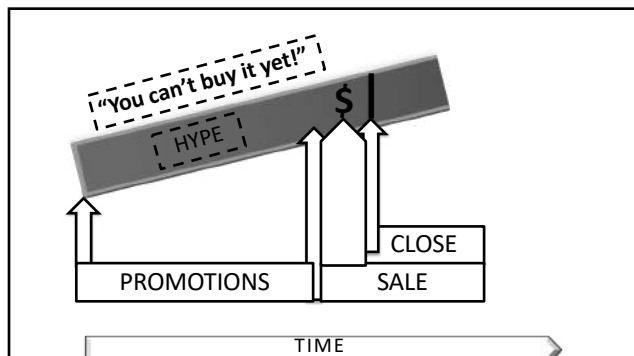
It's what the Group Leader wants.
(they are *not* the expert!)

The 3 Reasons Why Old Methods Fail

3. We believe that sales momentum will build over time.

Any spike in sales will
happen on opening day.





The 10 Lessons Learned

1. The key to success is in your PROMOTIONAL strategy.

WHEN & HOW
determines success or failure.

The 10 Lessons Learned

2. Judgement is made when the PRICE is revealed.
3. People won't stick around to hear the details (your pitch).
4. Reengagement is painfully hard.

The 10 Lessons Learned

5. The secret is initiating PROMOTIONS that build MOMENTUM – BEFORE the SALE.

Compelling PROMOTIONS will
create powerful MOMENTUM
that will have prospects lining
up outside your door.

Compelling PROMOTIONS will
create powerful MOMENTUM
that will have prospects lining
up outside your door.



The 10 Lessons Learned

6.The solution is a *product launch formula* I developed called GROUP LAUNCH SEQUENCE.

Group Launch Sequence IS your best PROMOTIONAL strategy to selling *more*, selling *up* and selling *out*.

Warning!

Group Launch Sequence
only works when all 4 P's are PERFECT!

PRODUCT	PRICE
PLACE	PROMOTION

The Promotion Redefined

HYPE

\$

↑ THE PROMOTION ↑

The Promotion Redefined

THE PROMOTION

OLD: The act of raising awareness.

NEW: The act of eliminating every reason not to buy.

The Promotion Redefined

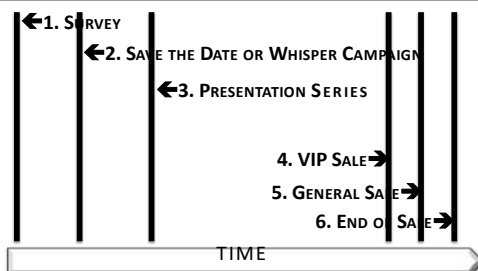
YOUR JOB IS TO:

Remove all apprehensions, assumptions, concerns, confusions, fears, hesitations, hurdles, impediments, issues, misconceptions, objections, obstacles, trepidations, qualms and questions.

The 10 Lessons Learned

7. First build **EXCITEMENT** & **ELIMINATE FEARS**.
8. Hold back **PRICE** to keep attention, build **INTRIGUE**.
9. Win by maintaining **CONTROL** over the **PROMOTIONAL PLAN**.
10. People **NEED** to be told **WHEN** it's **TIME** to **BUY**.

The 6 Step Group Launch Sequence

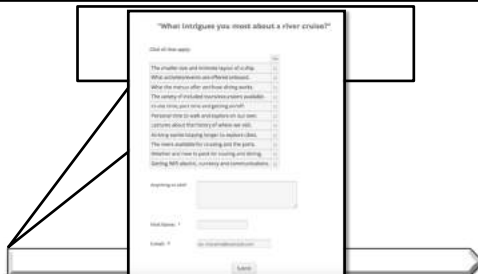


The 6 Step Group Launch Sequence

FAQS

- Q: When do I start?*
A: It's never too early (but it can be too late).
- Q: What is the timing between steps?*
A: Timing has many variables.
- Q: Is it a one shot deal?*
A: Not necessarily.

The 6 Step Group Launch Sequence



The 6 Step Group Launch Sequence

STEP 1: Survey

- This is your "shot across the bow"
- Ask for their 'help'
- Keep it short
- Must be noncommittal
- Promise to share results
- Learn from the results
- Fill that funnel!



The 6 Step Group Launch Sequence

STEP 1: Survey

- No mention of price

The 6 Step Group Launch Sequence

② Save the Date



TIME

The 6 Step Group Launch Sequence

STEP 2: Save The Date

- aka "whisper campaign"
- Keep non-specific
- Design a trip logo
- Encourage followers
- Fill that funnel!



The 6 Step Group Launch Sequence

STEP 2: Save The Date

- No mention of price

The 6 Step Group Launch Sequence

AGENDA FOR THE INFORMATION PRESENTATIONS

JANUARY 14, 2016 — CHECK TO SEE THE REPLAY NOW

Presentation #1: "What's it all about?" Meet your river cruise hosts Stuart, Kimberly and Sherry during this official kick-off information session. Get a complete review of what's in store for this special April 2017 river cruise group. Plus the top reasons why we chose to do a river cruise charter and selected the AmaWaterways as our AmaWaterways's vessel. Stick around for optional "ask us anything" after the presentation.

FEBRUARY 2, 2016 — CHECK TO SEE THE REPLAY NOW

Presentation #2: Our special guest co-host Sherry (aka Cruise Maven) as she reveals details about the brand new enchanting Rhine itinerary set for 2017. Take a day-by-day tour of where we'll be and what we'll see. Stick around for optional "ask us anything" after the presentation.

FEBRUARY 9, 2016 — CHECK TO SEE THE REPLAY NOW

Presentation #3: See why our exclusive Friends & Family Rates are so spectacular! Learn why we have included almost everything to add simplicity, convenience and superior value. See the prime choice of categories and amenities that have been reserved aboard AmaWaterways. Get the deposit information and payment schedule options. Stick around for optional "ask us anything" after the presentation.

FEBRUARY 16, 2016

Select your choice of stateroom with your \$400 per person deposit! We are available ALL DAY to help you choose and answer your questions.

The 6 Step Group Launch Sequence

STEP 3: Presentation Series

B

Eliminate every reason not to buy.

F

The 6 Step Group Launch Sequence

STEP 3: Presentation Series

- aka “the new promotional pitch”
- Disseminating information
- Do virtually or LIVE
- May span days or weeks
- “Assumptive” selling strategy
- Short & well focused



The 6 Step Group Launch Sequence

STEP 3: Presentation Series

- Seek BDM help
- State when & how sales opens
- Constant reminder “tell F&F”
- Provide handouts with payment info
- Be ON STAND-BY for questions
- **Do NOT announce pricing till end!**

The 6 Step Group Launch Sequence

FAQS

Q: What do I say when they demand pricing?

A: Do NOT say: I can't or I won't.

A: DO say: The final package pricing will be ready on XXXXX.

The 6 Step Group Launch Sequence

STEP 3: Presentation Series

January 26th Presentation #1: “What’s it all about?” Meet your river cruise hosts Stuart and Kimberly during this official kick-off information session. Get a complete review of what’s in store for this special April 2017 river cruise group. Plus: the top reasons why we chose to do a river cruise charter and selected the AmaKristina as our AmaWaterways vessel. Stick around for optional ‘ask us anything’ after the presentation.

The 6 Step Group Launch Sequence

STEP 3: Presentation Series

February 2nd Presentation #2: Today we reveal details about the brand new Enchanting Rhine itinerary set for 2017. Take a day-by-day tour of where we’ll be and what we’ll see. Stick around for optional ‘ask us anything’ after the presentation.

The 6 Step Group Launch Sequence

STEP 3: Presentation Series

February 9th Presentation #3: See why our exclusive Friends & Family Rates are so spectacular! Learn why we have included almost everything to add simplicity, convenience and superior value. See the prime choice of categories and staterooms that have been reserved aboard AmaKristina. Get the deposit information and payment schedule options. Stick around for optional ‘ask us anything’ after the presentation.

The 6 Step Group Launch Sequence

④ VIP Sale

TIME

The 6 Step Group Launch Sequence

STEP 4: VIP Sale

- Assess & offer as an option
- Allow short selling window
- Best revealed (not secretive)
- Leverage pre-sales bookings
- Seek permission to promote
- Use quote & pic



The 6 Step Group Launch Sequence

⑤ General Sale

TIME

The 6 Step Group Launch Sequence

STEP 5: General Sale

- Allow 24 to 48 hour window
- Create urgency
- Staff-up
- Be ETDBW



The 6 Step Group Launch Sequence

⑥ End of Sale

TIME

The 6 Step Group Launch Sequence

STEP 6: End of Sale

- Process bookings immediately
- Promote booked guests on social
- Assess options of +/- space
- Assess option of a second GLS

The 6 Step Group Launch Sequence

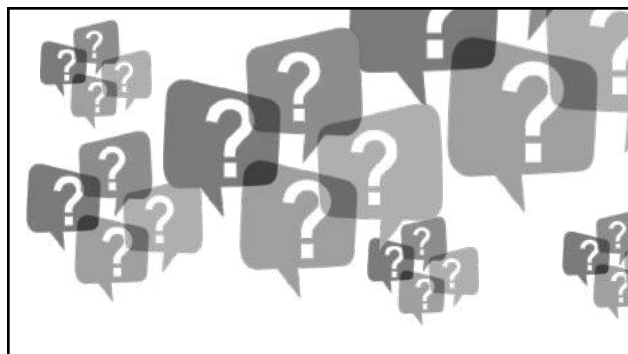
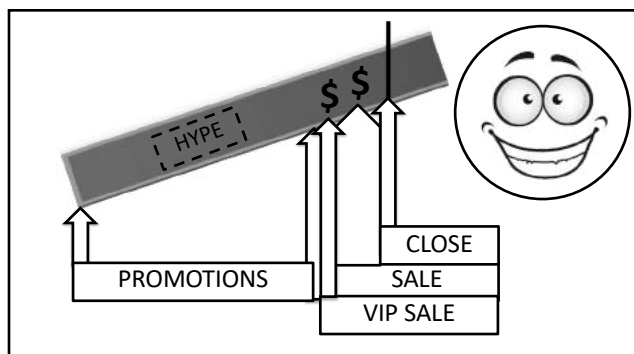
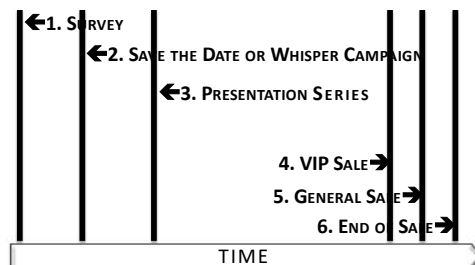
FAQS

Q: What if somebody inquires after?

A: Take a waitlist. Your #1 priority is processing.

A: ONLY If space is available and cash in-hand TAKE IT (special exception).

The 6 Step Group Launch Sequence

Group Growth:
Sourcing New Sales

Advertising
for new groups
DOES NOT
WORK.

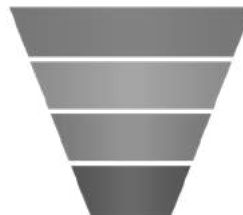


PUSH MARKETING



PULL MARKETING

PULL MARKETING



NEWEST METHODS TO SOURCING MORE GROUPS

1. HOW TO BUILD A SOLID FOUNDATION
2. IT'S TIME TO STOP [-----]
3. WHERE TO LOOK IN YOUR OWN BACKYARD
4. HOW TO BUILD YOUR LIST
5. HOW TO WIN A GROUP
6. HOW TO START A NEW GROUP
7. GO MICE (CORPORATE)

BUILD A SOLID FOUNDATION

If you are not crystal clear
on WHO YOU ARE then
don't expect anybody else
to know.

1. BUILD A SOLID FOUNDATION

Be DELIBERATE

Pursue your PASSION
Have REAL purpose
Be TRUE to YOU



NICHE

IRRATIONALLY PASSIONATE

NICHE



1. BUILD A SOLID FOUNDATION

Make your 1-page HOT SHEET

Define WHO you are

Answer: *"Why on earth do I need YOU??"*



1. BUILD A SOLID FOUNDATION

Be BRAND CONSISTENT

Singular mission:

ALIGN Web Site,
Social Marketing,
Business Card



1. BUILD A SOLID FOUNDATION

BRAG

Showcase your
training

Show me happy
people



2. IT'S TIME TO ...



doing the same weak
methods that get you the
same weak results

2. IT'S TIME TO ...



shouting **TRAVEL FREE**

You will get what
you ask for!



2. IT'S TIME TO ...



shouting **LOWEST PRICES**

You will get what
you ask for!



2. IT'S TIME TO ...

STOP SELLING groups

Start problem-solving!



2. IT'S TIME TO ...

STOP searching for GROUP LEADERS

Discover new influencers
BE the influencer

2. IT'S TIME TO ...

STOP searching FAR & WIDE

All the business you will ever need is right in your own backyard!



3. LOOK IN YOUR OWN BACKYARD

Put yourself in opportunity's way



3. LOOK IN YOUR OWN BACKYARD

Focus on CELEBRATIONS

#1



3. LOOK IN YOUR OWN BACKYARD

Don't **TELL** .. **ASK** everybody on your LIST:

"What big events are on your horizon?"



3. LOOK IN YOUR OWN BACKYARD

Don't **TELL** .. **ASK** everybody on your LIST:

***"Are you going
someplace fun to
celebrate?"***



3. LOOK IN YOUR OWN BACKYARD

Turn **INDIVIDUAL** bookings into **MINI-GROUPS**

***"Who will it be fun
to travel with?"***

3. LOOK IN YOUR OWN BACKYARD

15-MINUTE MEETING Campaign

Get up and out.

Meet local business, club,
organization members.

GROUPS ARE EVERYWHERE!



3. LOOK IN YOUR OWN BACKYARD

How To Get In The Door

- ① As a MEMBER
- ② As a CUSTOMER
- ③ As a local business OWNER
- ④ As a REFERRAL
- ⑤ As a PASSION PARTNER
- ⑥ As a FAN



3. LOOK IN YOUR OWN BACKYARD

Integrate into COMMUNITIES x2

Get on LISTS

Read local BUSINESS JOURNALS

Attend MEETINGS

Give Get CARDS

Send NOTES



3. LOOK IN YOUR OWN BACKYARD

Integrate into COMMUNITIES x2



4. BUILD YOUR LIST

More *followers* lead
to more *prospects*

4. BUILD YOUR LIST

Get FOLLOWERS

Don't SELL
Do SHARE
MENTOR



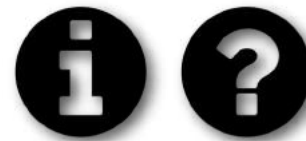
4. BUILD YOUR LIST

Be the CELEBRITY AUTHORITY



4. BUILD YOUR LIST

Give out FREE STUFF



4. BUILD YOUR LIST

Have EVENTS

SPEAK
TEACH
THEMED nights



5. WIN A GROUP

Don't win it on
cheap rates.

Don't
assume it's
worth it!

5. WIN A GROUP**EARN it**

Discover why they WANT change.

Discover why they SHOULD change.

Ask what went *wrong*.Ask what went *right*.Convince them **how** you'll do better.**6. START A NEW A GROUP**

"Ideas are a dime a dozen ...

People who execute them
are not."

-Dave Ramsey

**6. START A NEW A GROUP****Solve a PROBLEM**

Discover their problem

Create one!

**6. START A NEW A GROUP****Launch your BIG IDEA**

Run it by trusted colleagues

Give it the Group Viability Test

Don't ignore RED FLAGS

**6. START A NEW A GROUP**Don't *dump* it in an email.**6. START A NEW A GROUP****YOU be the GROUP LEADER**

6. START A NEW A GROUP

YOU be the GROUP LEADER

Go where **YOU** want to go.

Invite friends & family.

Invite their friends & family.

Invite clients.

Invite their friends & family.

THEY MUST BE **FUN & INTERESTING!**



6. START A NEW A GROUP

Find STRATEGIC PARTNERS

MISSION = MISSION

7. GO CORPORATE

Incentives & Meetings
are predictable & profitable

7. GO CORPORATE

A **MEETING GROUP** can be a meeting, convention, conference, or retreat held by a company or organization.



7. GO CORPORATE

An **INCENTIVE GROUP** is when companies reward staff for achieving performance goals OR reward customers for loyalty.

