



Speaker ~ Trainer ~ Business Coach  
Achieving Higher Levels of Success & Happiness  
in Business & Life

## Who Hires Stuart to Inspire?

**GOGO Worldwide Vacations** (management/staff success training, agent success training). **C.L.I.A.** (cruise3sixty conference success training workshop). **Celebrity Cruises** (multi-city regional travel agent success trainings, field sales staff success training). **Vacation.com** (international conference "power speaker", staff motivational training). **CruiseOne & Cruises Inc.** (international conferences success training). **Cruise Planners** (cruise planners university content producer-group success training). **Travel Research Online** (webinar success training). **Travel Weekly's Home Based Show/CruiseWorld** (national conferences success training workshops). **Travel Impressions** (local motivational agent training). **American Marketing Group** including **Travelsavers** & **NEST** (international conference success trainings, webinar success training). **NACTA** (webinar success trainings). **Ensemble Travel Group Canada** (multi-city regional success trainings). **Ensemble Travel Group USA** (webinar success trainings). **Helix** (regional symposium success training). **Seatrade Middle East Cruise Convention-Dubai** (international conference success training). **Travel Agent Success Series** (master trainer – Group Success DVD & Workbook sponsored by **Celebrity Cruises, TravelSafe Insurance, Starwood Hotels**).

**Organizations that want to achieve greatly.**

**Organizations that want outstanding results!**

**(This is a list of RECENT clients. Call ANY or ALL for references)**

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## Aspire Higher with Stuart!

- + 23 years of REAL sales, marketing & executive level experience.
- + A powerfully energizing and engaging presentation style.
- + Fresh, fun perspectives on Sales, Marketing, Management & Leadership.
- + A wide variety of programs for your front line sales & service teams.
- + *Advanced training & motivation* for seasoned execs/owners/managers.

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### He MOTIVATES like you've never seen before!

#### ***Look Up!* Stuart's Six Secrets to Achieving Higher Success & Happiness**

Here are the keys to achieving greater success and happiness – in business and in life. This giant motivational coaching session, designed for travel professionals on the front lines and in management, is truly a marketing plan for you to live by. Stuart teaches and inspires you to *Look Up!* by sharing his six success strategies. Take home over 60 powerful tips – make these choices and watch the transformation!

#### **20 Ways to Build your Business, 20 Ways to Shrink It**

I've worked with travel agencies of all sizes and shapes during the past 23 years and I can promise you this: Although we're all selling the same ship, the same resort, and the same city, each of us has the opportunity to achieve greatly or to fail miserably. I cut through the fat and describe the top twenty critical strategic activities that will determine your fate: build you or shrink you. Laugh out loud engagement. No area left untouched. *Can be HOME-BASED focused on request.*

#### **NEW: *How to Achieve Your Remarkability***

Stuart's newest and most potent training for growing sales organizations and their leaders. Come take this personal journey and break out of the "unremarkable" crowded playing field. Remarkable people do achieve greatly!

## **He teaches SALES SUCESS like you've never seen before!**

### **DON'T Close the Sale: Critical "After-the-Sale" Marketing Techniques that Guarantee Repeat & Referral Business**

Your most valuable assets are your past passengers. So, why do we typically "close" the sale? The most cost & time efficient way to grow your business is by bringing them back to book, PLUS their friends and family! I give you the simple yet powerful secrets to achieving repeat and referral business. Apply and watch your sales grow geometrically!

### **The Five Key Habits of Super-Successful Vacation Salespeople (How They Achieve Superiority and How You Can, Too)**

I investigated the habits, practices and characteristics of super-agents who consistently rank highest in sales (and earnings!). Hear the five key elements (secrets) they ALL share as I explore them in depth. Pick up these habits and you WILL sell more than ever before!

### **Sell More Than Ever Before: How to Become a Pure Selling Machine**

Every aspect of your business must be designed to aid in the sales process. I will review the obvious components of your operation and show you how to re-tool and re-energize so they become essential sales mechanisms. Then, I will reveal the not-so-obvious – and how to turn them from ineffective, zero-impact activities to powerful business-builders. Become a pure selling machine and your productivity and profits will soar.

### **Supersize Me, Please!**

Don't be a "commission hostage". Learn how to supersize a vacation and supersize your profits. Selling up and packaging strategies are shared. You CAN charge more – make more sales – and have happier clients. See how!

*Stuart teaches how to out-sell the internet AND suppliers selling direct (IF requested!)*

## **He teaches MARKETING SUCESS like you've never seen before!**

### **The Travel Agency's MASTER ACTION PLAN: A Fool-Proof Marketing Plan**

A Travel Agency's Road M.A.P. to Growth and Prosperity Gather up your "How to write a marketing plan" manuals and toss them out the window. This 20 step road M.A.P. (Master Action Plan) is simply the best and fastest strategy ever developed to help you identify WHO you are, WHERE you need to go, and HOW you will get there. Tried and true for years, I guarantee it will work for you. Masters Degree not needed!

### **Got Niche? How to Discover Your Specialty and Achieve Greater Success**

Does your business strive to be “all things to all people”? Do you have a tough time saying “no” to unprofitable or unfamiliar business opportunities? Selling everything does not necessarily guarantee that you’ll sell more of anything. Do you have a special interest or affinity for a specific segment of vacation travel? Listen to your desires and capitalize on your strengths! Become an expert in your field and tell the world you are the best! Consumers will seek you out, referrals will pour in, and your profits will skyrocket! This workshop helps you identify and capitalize on your niche in a step by step format. Learn about my patent-pending Love Circle technique!

### **He teaches MANAGEMENT TECHNIQUES like you’ve never seen before!**

#### **Effective Coaching Skills: Creating a Staff of Super-Producers**

Very few travel agency owners or managers have the time nor understanding of how to coach a staff towards higher achievement. Coaching must be a key component of a manager’s duties. Happy employees produce more, stay longer, and become an integral part of your company’s growth over the years. Take away a host of coaching tips that you can put to use immediately ... and witness the mood and tempo of your office improve! Tips on best hiring, too.

### **He teaches GROUP BUSINESS SUCCESS like you’ve never seen before!**

#### **The Absolute Essentials of Successful Group Sales**

Want to break into the group vacation market? Already in it but having little success? This “groups 101” session is the most powerful catalyst to building a successful group business. This workshop has inspiring thousands to identify the best opportunities, negotiate effectively with the group leader and cruise line, and market and manage groups toward maximum success. Essential for group beginners and a powerful refresher for all professional travel agents

#### **Stuart’s 20 Best Tools & Techniques for Rapid Group Growth**

How aggressively are you using online forms, social media, and amenity points to most effectively manage your group business? What about presentation templates, free audio and video conferencing, and group leader incentives? Stuart’s top tools and techniques will enable you to sell more, sell smarter and sell out. This program targets agents seeking aggressive growth strategies. Our primary objectives are to reveal and discuss Stuart’s 20 best, and to end our session with 10 more big ones – so come prepared to participate, too. Get your group business fired up like never before!

## **Group Disaster Avoidance! Essential Advanced Training for Group Producers**

Now that you have the group, what next? This comprehensive coaching session picks up after the deal is done. Group travel should be highly profitable for you but when opportunities are missed or things go wrong, stress rises and profits fall. Join Stuart for an illuminating session that will eliminate disaster and maximize success!

*Stuart has mastered the art (and science) of successful GROUP selling, marketing and management. Below is a partial list of powerful training modules but here is a quick summary of areas you can choose from:*

### **Smart Selling**

- Why Groups?
- Where are all the groups?
- How to brand and build a solid group foundation.
- How to create new groups.
- How to win existing groups.
- How to qualify groups.
- How to use Stuart's Group Viability Test and pick the winners.
- How to present to win.
- How to ask for the business.

### **Smart Negotiating**

- How to ensure success with group leaders.
- How to ensure success with cruise lines.

### **Smart Marketing**

- How to market groups.
- How to supersize the experience and your profits.
- How to package.
- How to expertly use social media.
- How to sell up and sell out.

### **Smart Pricing**

- How to create a fool proof P&L.
- How to avoid group disasters.

### **Smart Escorting**

- How to successfully escort groups.
- How to sell the next cruise before the first one ends.

### **Smart Efficiency Tools & Tips**

- How to sell most efficiently.
- How to communicate with the group most efficiently.
- How to capture information most efficiently.

### **Smart Follow Up Practices**

- How to reconcile and discover missing money.
- How to generate geometric sales growth from each group through brilliant follow up marketing techniques.

### **Beyond Leisure Groups**

- How to get into the corporate meetings and incentives business.
- How to charter a ship – what you need to know.

## **THE Group Certification Program - 7 Modules - Most Comprehensive Group Training Program Ever Built**

This Group Certification Program has been designed to provide the highest level of professional group training for the travel agent community; a comprehensive curriculum that covers all aspects of group sales, marketing and operations.

*Designed to fill an industry gap and raise the bar, it provides the most forward-thinking business solutions, strategies, and motivations to drive vastly improved group sales. The Program follows the typical life-cycle of a group booking. It is delivered "live" by a travel industry expert with 23 years of hands-on experience and success in all facets of group management as an executive with suppliers, agencies and consortia.*

**\*\*These intense 7 one-hour group modules are available individually\*\***

References upon references cheerfully provided upon request.

***This is a sample of Stuart's programs.***

Inquire about totally custom work to fit your needs perfectly.



Stuart L. Cohen, MCC

Host of the Stuart Cohen Show, the first & only, award-winning talk radio online radio show for travel professionals.

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