

ENSEMBLE TRAVEL Group **Ensemble WAVES!** RÉSEAU ENSEMBLE

**Welcome!**

Stuart's **Best** Tools & Tips  
for Successful Group Sales

**Super** ↑

Presented by...  
Stuart L. Cohen, MCC  
Chief Motivation Officer, Exclamation Points Inc.  
Host of the Stuart Cohen Show



1. Why Groups?
  2. Where are all the groups?
  3. How to build a solid foundation:
  4. How to get groups:
  5. How to qualify the group:
  6. How to present to win:
  7. How to ask for the business:
  8. How to work smart(er):
- !!!

**WELCOME**

**INC.**

**EXCLAMATION POINTS INC.**

**"Success and Happiness are not matters of chance but of choice"**

-Zig Ziglar

ResortForaDay.com

!!!



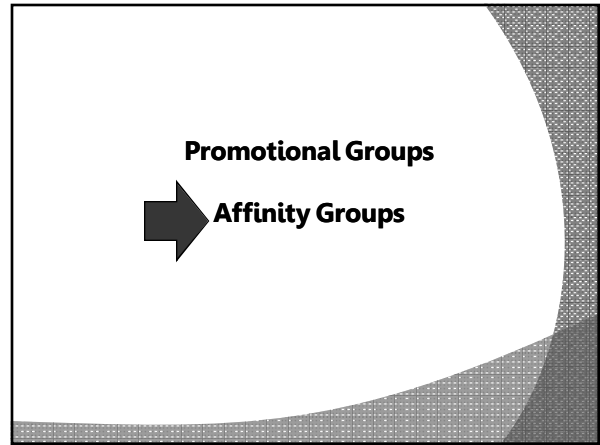
**Travel Agent Success Series**  
Marketing • Sales • Groups  
Technology • Service

2 hours of group training  
8 modules  
DVD & Workbook

*Stuart Cohen Show*

www.StuartCohenShow.com

23



**1. Why Groups?**

**Benefits to your business**

- a) Faster revenue growth...
- b) More efficient selling...
- c) Simpler sale...
- d) Lower acquisition cost...
- e) Bonus profits...
- f) Exponential client growth...

**2. Where are all the groups?**

**EVERYWHERE**

- a) Celebration Vacations (#1)
  - Birthdays, Anniversary parties, friends + family.
- b) Reunions
  - Family, new friends/old friends.
- c) Weddings/Honeymoons

**2. Where are all the groups?**

- d) Clubs (hobby or activity)
  - scrapbooking, photography, dance, comedy, gardening, cigar, food & cooking, book clubs, motorcycle, cycling, star gazing, chess...
- e) Civic
  - fraternities/sororities, rotary, charities, community organizations...




**2. Where are all the groups?**

- d) Celebrities
  - Sports figures, chefs, authors, performers...
- e) Religious/spiritual
  - Churches & synagogues
  - Popular: mix vacation with spiritual/bible studies!
- f) Associations
  - professional and business associations, firefighters, pharmacists, nutritionists.



**2. Where are all the groups?**



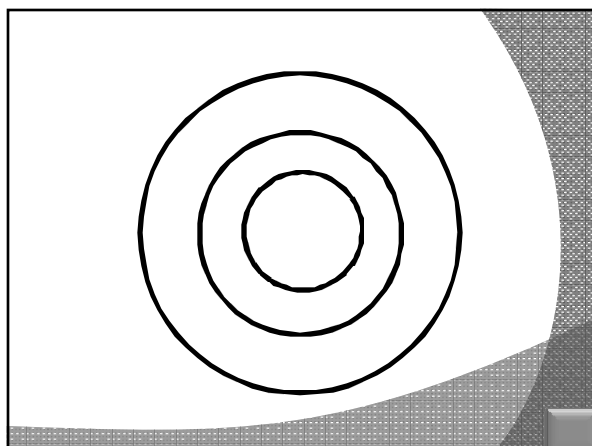
- g) Educational Seminars
  - financial, real estate, medical, healthcare.
- h) Special Interests
  - Math, computing, health and fitness, yoga...



**2. Where are all the groups?**


**Must they know one another?**  
**NO**

**Where are all the groups?**  
**IN YOUR OWN BACKYARD**

**3. How to build a solid foundation:**



- a) Brand yourself.
- b) Create you're A-HA!
- c) All touch points.
  - Online
  - Offline
- d) Talk the talk, walk the walk.
  - Get trained!
- e) Tell your suppliers.
- f) Tell your clients.



4. How to get groups:

**You go get'em!**


Two Types:  
**EXISTING groups** - win the business.  
**NEW groups** - create the business.

4. How to get groups:

**EXISTING**



- a) Open to change?
- b) They find you: why seeking change?
- c) Prior agency vs direct.
- d) Were they *fired*?
- e) *Seek opportunities for improvement.*



4. How to get groups:

**EXISTING**

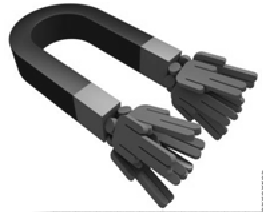


- f) Not about *cutting* but *enhancing*.
- **Supersize!**
- g) New services/products/expertise.
- h) Establish your U.S.P.
- i) Build a new relationship.
- j) No negativity.
- k) Just a matter of price????


4. How to get groups:

**NEW**


- a) Infinite concepts.
- b) Strength of the **affinity**.


**4. How to get groups:**

**NEW**


- c) Identify targets/partners.
  - Strategic partnership
- d) Benefits-
  - WIFM
- e) Start at the top.
- f) History? Any objections?



**4. How to get groups:**

**NEW**

- g) Move swiftly.
- h) Beware of the infamous:
  - **"How to Cruise Free"** promotion
  - *Is the TC really **FREE**???*



**5. How to qualify the group:**





...t want.



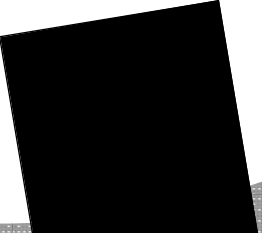


**5. How to qualify the group:**

- a) Determine what they want.
  - Key **objectives**.
- b) Determine what they don't want.
  - Key **objections**.
- c) Ask the right questions.
- d) Create a group lead worksheet.



**BEST TOOL**

**A Group Lead Worksheet**

**5. How to qualify the group:**

- e) Good group/Bad group.

**Stuart's Group Viability Test**

1. Who?
2. History?
3. Affinity?
4. Potential Guests?
5. Budget?
6. Demands (you)?
7. Demands (product)?
8. Reach?
9. Annuity?
10. Group Leader?

**Pick the winners every time**

**5. How to qualify the group:**

- f) Seek permission to package.
- g) Hold onto your amenity points.

**BEST TOOL**

**Amenity Points**

**5. How to qualify the group:**

- h) Never say "I'll try".
- i) Say:
  - "If I can get this, will you book?"
- j) Overcome objections NOW.
- k) What if they ask for too much?
  - *You won't make it up in volume.*

**6. How to present to win:**

- a) Begin while you qualify!
- b) Present = **validate**
- c) Confirm will meet key...
  - **objectives**
- d) Confirm will overcome key...
  - **objections**

**6. How to present to win:**

*You can get everything in life  
**you** want...*



*if you help enough other people  
get what **they** want."*

– Zig Ziglar

6. How to present to win:

**The One Minute Sales Person**


*"The Wonderful Paradox:*  
I have more fun and enjoy more financial success when I stop trying to get what I want and start helping other people get what they want."

6. How to present to win:

**THE PRODUCT**

- a) Features & Benefits.
- b) Tightly package.



**BEST TOOL**



**The Package**




6. How to present to win:

**THE GROUP LEADER**


- a) Incentify.
  - But wait!!!
  - Sweeten the offer.
  - Help achieve his/her dream!

6. How to present to win:

**THE DELIVERY**

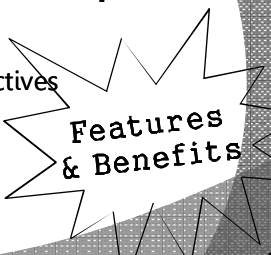

- a) Not via email.
- b) Use a group presentation template.



**BEST TOOL**

**Group Presentation Template**

1. About agency
2. About you
3. Confirm key objectives
4. Pretty!
5. LESS is MORE
6. Present "live"
7. PDF after

## 6. How to present to win:

**THE DELIVERY**

- c) Testimonials.
- d) Be creative – have fun!
- e) Comprehensive & clear.
- f) Have others proof read.
- g) Some Terms & Conditions.
  - Protect yourself.
  - 8 D/O cabin min.

## 6. How to present to win:

- h) Paint the picture & tell THEIR story.
- i) Celebrate with them!
- j) Be indispensable:
  - “I” worked hard for you.
  - Not “they...”
- k) Pause and get the YES.
- l) Largest audience possible.
- m) Include supplier rep.

**BEST TOOL****Conference Call****Video Chat**

**glance**  
Click. Show. Sell.

**skype**

**FreeScreenSharing.com**

## 7. How to ask for the business:

“You do not have permission to ask for the business until all *objections* have been *eliminated!*”

- Me!

## 7. How to ask for the business:

- a) After you qualify & present.
- b) Must overcome all objections.
- c) Just ASK!
- d) Why don't we????
- e) “Yes”
  - Signature.
- f) BOOK IT immediately.
- g) FULL deposits.

**FEAR!**

## 7. How to ask for the business:

- h) “no”
  - Identify objection(s).
  - Qualify AGAIN, present AGAIN.
- i) “need time”
  - *You* set date.
  - Limit time to shop.
- j) Remain in control.

7. How to ask for the business:

"Salesmanship starts when the customer says no."  
- Harvey Mackay

8. How to work smart(er):

**FINANCIALLY  
MARKETING  
RESOURCES  
EFFICIENCY**

8. How to work smart(er):

**FINANCIALLY**  
a) Group Leader Agreement

**BEST TOOL**

**Group Leader Agreement**

1. What you will provide.
2. What you won't provide.
3. What more is available (at what cost).
4. What the GL will provide.
5. Clearly defined incentives.
6. Key dates & deadlines.

**BEST TOOL**

**Group Leader Agreement**

Keep it simple.  
No room for interpretation.  
Get signature.

8. How to work smart(er):


**FINANCIALLY**  
b) Create a mini - P&L

"What did YOU earn on your last group?"

**8. How to work smart(er):**


Keeps you on financial track.  
Prevents bad, sloppy decisions.  
Create a template...  
No accounting degree needed.


"What did YOU earn on your last group?"



**BEST TOOL**

**Mini-P&L**

Commission Income  
+ Bonus Income ←   
- Expenses ←   
= Projected Profit



**BEST TOOL**

**Mini-P&L**


\*What if factor\*  
\*How'd I do?\*



**8. How to work smart(er):**

**FINANCIALLY**


c) Find a smart finalizer/reconciler.



**8. How to work smart(er):**

**MARKETING**

a) Use social networking.



**BEST TOOL**


 





8. How to work smart(er):

**MARKETING**  
b) Use smart email distribution tools.




**BEST TOOL**




8. How to work smart(er):

**MARKETING**  
➤ Direct Mail WORKS!  
• To solicit  
• To present (flyer)  
• To thank  
• To welcome home  
• To follow-up




**BEST TOOL**



8. How to work smart(er):

**RESOURCES**  
a) Use supplier reps & tools.  
b) Use supplier MONEY.  
c) Ensemble Travel Group.



**BEST TOOL**

A Proud Member Of



**ENSEMBLE**  
**TRAVEL Group**  
*Experience that takes you places*



8. How to work smart(er):

**EFFICIENCY**

- a) Use online registration forms.

**BEST TOOL**



*Simply complete the **Order Form**. Then, select the number of resort passes you need and pay by credit card (or PayPal). You'll receive an immediate purchase confirmation. Within 24 hours, your passes will arrive via email as a PDF. Print at your convenience and bring along on your cruise vacation. We'll be expecting your arrival!*

8. How to work smart(er):

**EFFICIENCY**


- b) Create a FAQ's list.
- c) Schedule monthly calls.
- d) Be available for Facebook chats.

**BEST TOOL**

**Cheryl's Slide**

**Commit time.  
Layout YOUR plan.  
Discipline: Habit.  
Set goals.  
Visualize success.  
DO IT. YOU WILL SUCCEED!**



1. Why Groups?
  2. Where are all the groups?
  3. How to build a solid foundation:
  4. How to get groups:
  5. How to qualify the group:
  6. How to present to win:
  7. How to ask for the business:
  8. How to work smart(er):
- 



ENSEMBLE TRAVEL Group **Ensemble WAVES!** RESEAU ENSEMBLE

**Thank You!**

**Stuart's Best Tools & Tips for Successful Group Sales**


**Super**

*Please Stay In Touch*  
 Stuart@StuartCohenShow.com  
 Facebook: Stuart Lloyd Cohen  
 Facebook: Stuart Cohen Show




What are the BEST group tools and techniques you currently use?

What group tools do you wish you had (that would make it EASIER to sell or manage your groups)?



*"I'm needing a lot of help here..... it's why I'm taking the course."*

*"If I could answer these questions you are asking, I might not be attending your session... I need your HELP!!!!"*

