



Scott Koepf
Sales



Mike Marchev
Customer Service

25 Tips From Five Guys

Who Know Exactly What They Are Talking About.



Richard Earls
Marketing



Nolan Burris
Social Media



Stuart L. Cohen
Group Sales

- A SPECIAL REPORT -





Opening Remarks

From Mike...

Hey! This booklet was my idea so why not “me” to kick things off?

Before introducing you to the Five Amigos, allow me to set the stage for what you are about to read. It involves having more fun; meeting more people; providing more working solutions to problems; making more money, and lots more.

Each “amigo” was asked to supply just five (5) reminders in their particular subject matter. Heaven knows they each have over 25,000 ideas to draw from. I limited them to five in the interest of time ... your time ... not to mention my time in compiling these tid-bits of wisdom.

The sections of expertise include sales; customer service; marketing; social networking and group sales. Your interest in these five will determine whether we return to the drawing board and develop more programs.

Yes. I said programs. You see each of us has developed a two-hour learning program equipped with a workbook and an entertaining, informative, humorous delivery style. No, they are not FREE! \$24.95 each to be exact with a “five for four” package deal that you can’t beat with a stick. An attractive “Boxed-Set” is also an option for those of you who want to include the five of us in your personal learning library.

But this opening salvo is beginning to sound like a sales pitch. I hate the word “pitch.” So, why not flip the page and begin reminding yourself just how this thing called “growing your business” works. As you already know, it is easy but not simple.

After smiling your way through this five page report (with large print) your next directive will be to go to www.travelagentsuccessseries.com and view our five FREE video samples. Each one is about three minutes which equates to a fifteen minute investment of your time. Hey! You never know. You just might learn something to help improve your future eating habits.

Let it suffice to say at this time that the Five Amigos consist of: Stuart L Cohen; Mike Marchev; Nolan Burris; Richard Earls and Scott Koepf. As you can see, Stuart is the only one of us who uses a middle initial. This can only mean that the world has lots of Stuart Cohens. (God save us all!)

Read. Enjoy. Think. Then go to www.travelagentsuccessseries.com

I can honestly say that if one of these five experienced, interested and well-meaning guys can’t help you succeed in business. you don’t need help.



Stuart L. Cohen

Group Sales

Group selling skills are the fastest and easiest way to increase your profits without quadrupling the amount of work.

1. Check for group opportunities in your existing client database.

If you have never asked to book their family, friends, or corporate groups, they are likely doing group business with someone else! Just ask and at least plant the seed.

2. Be clear what you will and will not provide.

Create an agreement letter with the group leader to set expectations. Be clear what you expect them to provide! Eliminate any ambiguity early.

3. Create an agreement letter with the group leader to set expectations.

Be clear what you will and will not provide. Be clear what you expect them to provide! Eliminate any ambiguity early.

4. Super-size every group by giving them an experience beyond their expectations.

You have many add-ons you can book now and end up saving a bundle of cash and stress for your clients. You will not only provide a more complete vacation experience they'll cherish, but you will earn additional dollars.

5. Turn every group client into a 'regular'.

Here lies the super success secret of group business - grow your business exponentially by keeping these customers coming back for their personal vacations, too.



Mike Marchev

Customer Service

Everyone says they are the best at this extraordinary business skill. This sadly, is not the case. The good news is that the competitive window is “open” for you to become truly exceptional at what you do. And it starts with the way you commit to service your customers.

1. Your customer is your competitor’s prospect.

In most instances, more energy is expended toward acquiring new accounts than it is for maintaining current relationships. Don’t make this mistake. Cement meaningful relationships ... now ... today.

2. Contact the people who are meaningful to you and your business regularly.

When you are out of sight, you are out of mind. At this moment, you are out of sight. What are you planning to do about it? Visibility is your responsibility.

3. Focus on the little things.

We don’t need theatrics to impress us. What grabs our attention are the small courtesies that clearly indicate that I am important to you. Perform small courtesies daily. Let me know that you care.

4. Do what you say you will do.

This should not be hard as long as you speak the truth and keep things real. Customers do not expect the impossible. They expect the truth. More than ever before; customer care looking for people they can trust and believe.

5. Realize with your entire intelligent being that you can’t be all things to all people.

Identify your ideal prospect and customer’s profile. Then make “profiling” a good thing. You simply can’t afford to spend time and expend energy on prospects and customers who are not qualified to contribute to your eating habits. This is not a “bad” thing. This is the key to your survival.



Richard Earls

Marketing

Marketing drives sales. An intelligent marketing plan is the engine of your business. Successful business people in every industry PLAN to succeed. Without a marketing plan, however, it is difficult to ever move beyond the average into the realm of the extraordinary.

1. Develop a mission statement.

Know who you are and why you do what you do. Then, align every marketing message with that core mission statement. If you cannot articulate your fundamental reason for being, chances are pretty good that your clients don't really understand you either.

2. Develop Trust.

You are not selling a product. You are selling your ability to assist the client in making smart buying decisions. Trust is absolutely essential. Your client must trust in your competence and your authentic desire to assist them to travel better.

3. Marketing is a two-way conversation, not a sermon.

The consumer wants to know the personality behind the companies they bring into their lives. Here's what we forget – the consumer can buy travel anywhere. YOU they can only get from YOU. You are unique. You cannot be found cheaper on the internet. You are the product, not travel. You've got personality. That's what you should be marketing.

4. The right attitude begins with you.

To have great "customer loyalty" we have to be loyal to our customers. Customer loyalty flows from the travel consultant to the client. It's manifested in your communications with the client, in your empathy for their needs, in your client-centric approach to obtaining the best possible travel experience for them.

5. ACT - Put your plans into action.

Make a marketing calendar. Force the plan onto your marketing calendar. Recalendar if you must but do it reluctantly. If you have to do it twice, get serious. Do not let the process of planning defeat your plans. Write an Action Plan (how and when) along with your Business Plan (what to do).



Scott Koepf

Sales

Whether the word 'sales' excites you or terrifies you, there is no escaping the fact that if you are going to be successful in retail travel then you must learn to excel in sales! The good news is that it is a learnable process that you can master (with the right training, of course!)

1. Take pride knowing that you are in sales!

If the word bothers you then just focus on the fact that you deliver dreams fulfilled and that what you do is not just wonderful but worth paying for!

2. Enthusiasm sells!

No matter what skills or techniques you learn, they will be worthless unless you believe in yourself and are enthusiastic about working with people. A recent Stanford research study determined success in sales is based on 85% enthusiasm!

3. Focus on people; Not product!

Even though you are in a fabulous industry with products that are mind blowing and ever improving, don't forget your business is people. Learn about them and how to build a relationship with them instead of just focusing on the latest and greatest product enhancement.

4. Strive to develop ongoing business.

Setting goals are imperative but understand that revenue or gross commissions are not the true sign of greatness. The number and percentage of repeaters you have is the best indication that you are exceptional (and that you will have a financially lucrative future!)

5. Differentiate or die!

While selling does follow a specific process, your personality and style should be unique. Sales should never be perfectly scripted otherwise computers could sell anything. Yes, it is all about you so let your personality shine!



Nolan Burris

Social Media

Social media has changed the way we think about marketing. The biggest mistake made by those entering into this arena is to use traditional marketing methods in a medium that is anything BUT traditional!

1. It's Called SOCIAL for a Reason!

Email blasts are great for one-way marketing, but social media is all about interaction. When a client comments on your posting, comment back

2. Stop Thinking Advertising - Start Thinking Barbecue!

Facebook and Twitter are about real people talking to real people like real people. Don't use verbiage you'd find in a brochure, instead, imagine you're telling your next door neighbor about it over the fence

3. Networks Are Not One-Way!

Asking for business on LinkedIn? You better be prepared to buy from others in your network if you expect them to buy something from you

4. Know Your Audience.

The most active group of Facebook users is women over fifty-five. Twitter has a much younger demographic. Choose the right message for the right market.

5. Social Media is NOT a Tech Thing!

The secret is not in the bits and bytes, but in the engaging and entertaining (yes, entertaining) nuggets you post for others to enjoy.

There is lots more where this came from.

The Travel Agent Success Series

We had a blast filming these videos and creating workbooks to go with each of the five modules. Building your business does not have to be difficult, and training your employees does not have to border on the impossible.

For less than \$100, you can have ten hours of professional training at your finger tips. For less than \$200 you can have the boxed DVD set positioned on your bookshelf ready to be referenced at a moment's notice.

Once you put the selling process into perspective and couple it to a working customer service strategy, you will be in position to expand your business via social networking and adhering to an ongoing marketing plan. Then, you can enjoy some real money once you begin pursuing groups. And this entire curriculum is now just a click away.

For heavens sake, isn't it time that you begin distancing yourself from the competition by actively making your future happen? We can help you. We want to help you. These materials will help you. But first you have to decide that it is time to help yourself.

You would not be making a mistake if you did, but it is not necessary that you go "all-in" all at once. Pick one module and invest \$24.95 to test the water. Then decide for yourself if you want a second, third, or all five. That is what I would do if I were you.

Okay! It is time to make a decision.

If you are reading this far than you have more than a cursory interest in developing your business. Go to www.travelagentsuccessseries.com and select one of the modules.

You will thank us for suggesting you take a proactive stance.

Let the games begin.

Mike, Scott, Nolan, Stuart and Richard