***The Script***

*"Think first to understand, then to be understood." Steven Covey*

Hi, how are you? (Cordial and professional. Limit the small chat at the start)

“Thank you for your time, you are really going to enjoy what I am going to show you”

Are you at a desk somewhere where you won’t be interrupted for the next 25 minutes?

* What prompted you to look into us/our product? / Why did you agree to meet with me today?

Qualify the intention of the meeting (decision today): “

* This preview is for you. I know the two of you probably talked and said look we are not going to buy anything today. I don’t blame you; you didn’t get to where you are by making unwise decisions. However, for most people that love to travel, our product makes perfect sense and pays for itself almost immediately. If it doesn’t work for you that is ok, but I am going to show you how you can spend more time together, stay in resorts for less than hotels, travel during holidays and enjoy your vacations more. If I am able to do this and you can see how spending a couple thousand dollars with me today will benefit your life and allow you to travel for less for the rest of your lives. I am going to ask you to become members today ok?
* SOLO: Because your time is valuable and my time is valuable and to make sure that you won’t have to do two calls and review the same thing twice, "Who, besides yourself, will need to approve this purchase if you move forward with it?/ Who in addition to yourself will be making the final decision?

Vacation Needs Analysis:

* What are some of the places you have been before? (keep digging until you find several that show well.)
  + lead if necessary: Would your kids like to go to Disneyworld, You are near \_\_\_ would you travel there?
* Do you take weekend trips? Where do you go?
* Where would you like to go in the future?
* **How many trips do you take per year?** (not sure?: how many vacation days at work, how many like to take)
  + How many days per trip?
  + So one weeklong trip and 2-3 weekends,
  + So you travel about 10-15 days per year, does that sound about right? . . . You guys travel quite a bit etc.
  + How much do you typically spend per night (imentioned previous trip ask. How much was your hotel?- use that #)
  + So it sounds like you spend about $1,500- $2,000 per year on accomodations/travel per year.
    - Did you know you spent that much?
    - How would you like to improve the qualities of your trips and spend less?
* What type of accomodations do you prefer. (motel 6 through four seasons) *lead* to how much per night?
* Why are vacations important to you**?**
* How does a good vacation make you feel?
* What are the most important aspects of your vacations?
* Have you done a timeshare presentation? (see below for full script)
* What prevents you from traveling more?
* What are some of the benefits/amenities that are most important to the way you currently travel?
* If you had a magic wand what are 2 or 3 things you would change about the how you book and take your vacations?

Resort vs Hotel

* Dumb question of the night, Do you prefer to stay in the hotel or resort if they were in the same place and cost the same?
* Why do you prefere resorts.
  + Guide them: Spacious, ammenities etc.
* Why would you ever to pay more to stay in that reoom when you can pay less to stay in the resort condo suite, pay less and do it as often as you would like?

Build urgency to buy today?

* When do you think you will get the best price?

Pain:

* Timeshare presentation:
  + High Pressure etc, we are different
* Traditional Online booking:
  + Simplify the process, personal concierge, one website all your travel needs with guaranteed low prices
    - Have you ever tried getting help to book, find out about an or to fix a problem with an online travel company(rhetorical,) move one) It is a nightmare right**?**
  + Search 7 different websites to find the best price - no longer
* Not traveling as much as they would like: Would you travel more if you could afford it?
  + Save money and stay in nicer places.
* Time: time with family, less time with technology. Restaurant whole family on phones

Benefits not features:

* Online, Car rentals, Cruises, Weely stays, Nightly Stays, Unlimited access, Concierge, Tours/Packages, User Friendly Website
  + Benefits: Convenience, save time, less money, less stress, save up to 70%, travel when and where you want, ultimate flexibility. Easy to budget for. Encourages you to take vacations.

“You told me earlier that you love to travel and that you plan to spend $30,000 dollars in the next 20 years on travel, which was more than you realized, correct. I agree that is a lot of money. We would be a good match for you because you could travel to the same destinations, and stay in nicer resorts and it will cost at least 50% less with us.

Let’s go show you how etc.

Features slides

* Are you done paying full price?
* What is a membership worth that is going to bring your family together and save you at least 30k in the next 20 years?
* Will this be your first travel membership?
* When do you want to take your first trip?
* Can you see how booking all of your travel from one website would simplify your vacations?
* Wouldn’t it be nice . . .
  + It would wouldn’t

Understate and not overstate what your product will do

* I can’t tell you that you will be able to save money on flights, but I am confident you will save money on all other aspects of travel
* You are right there won’t be availability every week in every destination, but with 5,000 resorts there are always many great destinations available or you can book discounted rates through nightly stays.

The Website Tour:

* Quickly scroll through everything, and then highlight the weekly stays, specials.
* Know the inventory to show what shows well.
* I am going to ask you when we are done to point out your favorite thing about the membership so pay close attention and we can talk about it, ok?

The Review

Summary

\_\_\_\_\_\_I want to kind of recap everything real quick, so I can make sure I covered everything for you.

Input a trial close if it feels right: (wife first) on a scale from 1-10 how would you rank the membership?

**Travel Cost & Comparison- fix this-**

\_\_\_\_\_\_, we already went through your vacation history and plans. We already figured out that you

a. are currently on track to spend \_\_\_\_\_\_\_\_\_\_ and/or

b. are not traveling as much as you would like). That figure is only going to increase as we realized you have at least 20 of years left of vacationing you would like to do.

* Is that correct?
* So you can see how your membership will save money on travel now and in the future right**?**

We went through the Hotels vs. Resort and Timeshare comparison, and why WRI makes more sense

* Were you good with that**?**

**The Company**

We reviewed our providers and partnerships? Most importantly our partnership with SaveOn resorts who is a top 5000/multi-million dollar company, also ranked the #1 travel site in 2010 by Inc. magazine

* Did you recognize any of our providers like Royal Carribean and Wyndham?
* Were the resorts and hotels places you would be comfortable staying?

**Membership Benefits**

* a. \_\_\_\_\_\_\_\_ What was the member benefit that you like the most? /
* b. \_\_\_\_\_\_\_\_ What part of the membership would you use the most as a member?
  + Ask both spouses (one a. one b.)

Now \_\_\_\_\_\_\_\_, I have outlined the membership benefits and our lowest price guarantee. As a Member you would have access to unlimited travel, guest passes every year, Bonus weeks, cruises and more. And of course, our private concierge services will assist you anytime you need help planning your vacation, and any travel you need. (only go over this if they don’t gush about the membership with the ?’s above)

Were you good on the benefits of your membership?

* Which Membership Benefit . . . stood out the most to you?/ Do you see yourself using the most?

**Website & Service**

My favorite part of the membership may just be how easy the website is to use. I did a live search with you through our website and showed you how user friendly it is.

That website looks super easy to use right**?**

* alright guys let’s get to which option will work for you

**The Close**

As you can see we have three membership options available. Are there any differences between the three options as far as which benefits you have access to? A: NO. Exactly, that is the best part with each option you have access to (list each benefit in order).

* There must be some difference right? Well let’s take a look. Talk up the gold/platinum.
* I am very excited to show you how affordable our membership options are considering the value you have seen today.

CK Champion Program / Proponent Program

* So it sounds like you really love the membership.
* If you were able to afford the membership would you be willing to tell your friends/family about it?
* Friends Family:
  + I may be able to get you the friends and family price so you can get the \_\_\_\_\_ membership you said you really want. If I can get you approved for the friends and family price will you become a member today?
  + OK you hang on the line and I will be right back. (mute- call manager)
  + Response: Ok we can do it on one condition, you tell your friends and family about the membership, but you can’t tell them what a great deal you got.

**Objections:**

There is a logical answer to each of them? Deal with it and be prepared:

1- Determine whether or not it is a condition (absolutely can’t go ahead) i.e. bankrupt, no money

-Find out whether they can really “not afford it”: cash this minute, all up front or unemployed?

2- Hear the objection out: pause before replying

3- Ask for elaboration: as I understanding what you are asking is this (state in form of the question)

4- Compliment/Cushion: That is a very good question, very important question . . .

Show concern/you care

5- Feel/felt/found- Express empathy, acknowledge validity, answers objection. (Use proof when you can)

I understand exactly how you feel. many of our members feel that way, this is what they found that when they joined, they find they spent less money for higher quality travel and took more trips each year$ etc (use proof)

6- Be agreeable: Does that make sense to you so far? Is that satisfactory? Make friend, act in their best interest. Never argue.

**Cusion: Shows that you are listening and on their side**

1. I can appreciate that you feel that way
2. That is a great question
3. I can understand your concern
4. I hear that from a lot of people I speak with
5. I can see why you would say that.

**Clarifying Question**

1. It would help me understand if you could tell me more?
2. Can you tell me what you mean?
3. What you are saying is\_\_\_\_\_\_\_, is that right?
4. You said\_\_\_\_\_\_ and from that you thought it was a good fit, what changed

Strategy

1. Brief but satisfying answer to help them feel comfortable
2. Move on: Don’t dwell on an objection.
3. What the customer is Really saying: please show me, give me reasons to buy, interested etc.

**Most Common Objections:**

**Need time to think about it/I want to think about it**

a.

* + What do you mean by think about it?
  + We don’t usually make decisions like this right on the spot.
  + What you are saying is that you don’t usually make purchases on the spot but that you do want to be a member?
  + Yes.
  + That make sense because you had said….(recap all of the things that they love and want and can’t live without)
  + But you also don’t want to pay extra for this product do you?
  + No
  + Okay so let’s lock in the discounted price/(other discount/first day incentives) by completing the paperwork and then that will allow you the ability to (think, research, discuss) it and keep this same price.  Be silent and see what they say

b.

Great! That sounds like a good plan … What do you *think*you'll do?"

c.

* + Salesperson: "Sure, but just so that I may know, can you please tell me what aspect of my offer you need to think about? May be, I could clarify if I knew."

d.

"I completely understand that the two of you need to talk this over. And I know your time is valuable and I know my time is valuable. So here's what I'm going to do: I'm going to put you on hold, and respond to a couple of emails. The two of you go ahead and talk this over...take as much or little time as you need. When you're ready for me to come back on the phone, speak into the phone and my phone will notify me that you are back on the line, and I'll come back in and get your answer." (driveway close: go to your car if in home )

e. (when you know they WON’T buy today- leave a good impression)- Often Sophisticated/logical clients

* **Talk to someone else (wife)**
  + Great! That sounds like a good plan What do you *think*you'll do?"
  + Do you think she will like the membership as much as you do?
  + What Do you think SHE will say?
* **I want to do research?/Shop around**
  + **That’s very fair.** My commitment to you is that after you've shopped around, I'll be the last one standing. I'm asking that you help me meet that promise by sharing what your criteria is?
  + How will you know when it will be enough?
  + When I satisfy your concern is there anything else in your way of moving forward?
  + Mr. Client other than that are there any concerns with my proposal. When we satisfy that we can move forward, sound good to you?
  + Mr. Prospect, that's a good idea. It's an important decision and I'm sure that you have a very important reason for saying that. May I ask what it is?

**No Buy “final no”/ (Don’t ruin the relationship)**

* Just so I can make sure I am doing a good job for my clients, was there anything you would change about my presentation? Thank you! That makes me feel great so if it wasn’t me what is the real reason . . .
* In order to continually improve our product what would it need to do?
* What prevented you from buying today?
* This is an important decision for you and I think you need time to consider how important it really is, why don’t we talk again next week.
* Should we talk again next week at the same time to make sure you make the right decision for you!
  + Give homework: Referrals,

**I am not interested:**

* I can appreciate that, the membership is not for everyone. Based on what you told me about\_\_\_\_\_ It seems that the membership would be a great fit and you would save money and enjoy your travel. So where did I go wrong?/Why don’t you feel like the membership works for you?

**Too Expensive**

* I can appreciate the way you feel. Is price the only thing …..
* When you say it is too expensive. Do you mean that the product is not a good value or that you cannot afford it right now
  + We have several options one of which I am sure you can afford/friends family/Trial /
  + Because I know how much you love the membership, I want to make something work for you
* “What else would you need in order to justify that amount?”
* What amount could you afford today?
* Compared to what?
* If we can get you pretty much the same thing for less, will you take it?
* You want to get this for the lowest possible price on right? And you want the best quality right? Are you going to continue to spend money on travel? That is exactly why you should join today at this reduced price, the complimentary stay, and premium resort stay; because you will never ever get a better combination of quality and price and incentives than right now with this promotion. . .. What email account would you like me to send the invoice to?

**Yearly fee increase**

* Cushion . . . well \_\_\_\_ it hasn’t happened in a few years, but the contract is set up to protect you so it will never increase more than 5% in any given year.

**Company- Will it be around?**

* Great question! That is question I would ask. Companies do go out of business. But the great thing is that even if we go out of business your membership will continue through our provider.
* Do you remember the slide about our partnerships? The great thing is that even if we go out of business your membership will continue through our partner.

**I want to think about it**

Salesperson: "Sure, but just so that I may know, can you please tell me what aspect of my offer do you need to think about? May be, I could clarify if I knew."

**Talk to a member**

* Cushion . . . Show testimonials, thousands of members, partners/providers

**Don’t travel enough**

* Cushion:… That’s why you should buy it. This will make it so you can afford to travel without feeling guilty.
* Would you like to travel more?

**So what does it cost?**

* Of course that will determine whether you want it right? We have several options; with at least one that most people can afford why don’t we take a look at those and you can decide which one will work for you.
* Great question, the top of the line premium membership is less than $4,000 for a lifetime membership, but we have several options and one is affordable for almost everyone.

**Have you been to a timeshare presentation before?**

**No**: no worries, we just like to let people know up front that this is not a timeshare presentation and we are not a timeshare company we offer access to resorts and wholesale travel without the hassle of timeshare(educate them as usual in the script/slides).

**Yes:**

* Oh yeah what were your thoughts? (pause)

· Pushy sales guys? I bet, I just want to make it clear that we are not timeshare and we approach our customers with respect

* What was it that you liked about it and the resorts?
* Encourage them. I bet It was really nice, great amenities, kitchens, space, etc. etc

Do you remember how much it cost? (Probably $15-$20k what you want them to say)

* How much were the maintenance fees? (probably $600-$1000)
* Did they tell you that you could go anywhere you wanted and trade it?

· They usually do but don’t tell you it costs 125 bucks to join RCI and $175 to trade so an extra $300 a year if you want to go somewhere else. Also if your week isn’t desirable you may not be able to trade it.

* So you liked the resorts, but I take it you didn’t buy? Why not?
  + - (or if they did, what went wrong?)

· Get them to mention how limited it was, 1 resort, 1 week, don’t get to choose that week, maintenance fees. **$15-$20k** upfront on average. Booking is a hassle, trading expenses etc.

* + This helps them recognize they love the resorts and helps them get rid of sticker shock.

· Then sell them on the membership: stay at one of 5,000 resorts instead of one. Also over 200k hotels, cruises, and travel as much as often as you would like. At this point you can skip to the product get to the product and close. They know about the resorts and why they are better and maybe considered spending way more money than this!

* **Make sure to find out where they want to travel for the web tour.**

Research has shown that 76% of sales presentations are out of sync with buying decisions. When making a major purchase decision, your customer goes through a process of five sequential decisions.  
  
1. SALESPERSON. Customers decide if they like and can trust you.  
2. COMPANY. What is your company's reputation? Is your company a good match for them?  
3. PRODUCT. Is your product the right solution for their needs?  
4. PRICE. Is your solution competitively priced? Is it a good value?  
5. TIME TO BUY. Is now a good time for them to move forward with the purchase?  
  
These decisions are always made in the same order. Only after the first two decisions are made will the customer seriously consider whether to buy your products.  
  
This means that you need to sell yourself to the customer—by building rapport while conducting a good needs assessment—before you begin to sell your company and its capabilities. Not coincidentally, that needs assessment will also allow you to sell your company far more successfully. Why? Because you must first understand your customer’s needs, before you can answer the customer’s most important question about your company.  
You must understand the customer’s needs before you can effectively sell your company.  
  
In deciding whether to do business with you, customers have three basic questions about your company:  
  
What does it do?  
What is it known for?  
Is your company a good match for mine?

3. The best way to do this is to tie your company presentation directly to needs that you uncovered earlier in the sales call. You thus are able to present your company’s capabilities as solutions to the customer’s key problems and opportunities.  
  
For Example:

“You told me earlier that you love to travel and that you plan to spend $30,000 dollars in the next 20 years on travel, which was more than you realized. I agree that is a lot of money. We would be a good match for you because you could travel to the same destinations, likely stay in nicer resorts and it will cost at least 50% less with us.

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If prospects make the salesperson decision while you're droning on about product features, their answer will be "No!" When prospects like and trust you, everything else about the sales process becomes much easier. So how can you sell yourself better? Here are a few ideas:  
  
**Demonstrate your interest.** Quit trying so hard to be interesting. Be interested instead. Ask open-ended questions to learn about the prospect. Don't talk too much about yourself.  
  
**Show that you understand.** People have a strong need to feel understood. Ask open-ended questions, listen and make sure you understand your prospect's needs. Restate the prospect's needs so they know you understand. But merely asking questions isn't enough. You need to ask "The Best Questions." For example, asking questions that draw out your customer's needs that your product's strengths can fill. This will position you as the best or only solution for the customer's needs.  
  
As you ask open-ended questions to investigate a customer's needs, you will come upon some needs that seem to have a particular urgency. Whenever you suspect this is the case, ask a leverage question to confirm your hunch and clarify the situation. Examples of leverage questions: "How has this problem affected you or your company?" "What are the consequences if the problem continues?" "How are others affected?" "What opportunities does this situation represent for you or your company?" Good leverage questions identify what's at stake for the buyer, but the very best ones aim at discovering the customer's personal hot buttons or gut issues. Here's a gut issue: "How will I be better off if I bring this solution? Will I look like a genius? Will I get a promotion? A bonus? Some recognition I crave?"  
  
By clarifying what's really at stake with a business problem or opportunity, leverage questions increase the customer's desire for a solution. And they let the salesperson know how to present a product as the right solution to the right issues.

Salespeople are commonly told to sell “solutions” and “value” rather than just product features. But when the time comes to present their products, they fall back on generic scripts with no direct connection to any specific needs the customer has revealed. The customer winds up in a one-sided conversation, listening to the salesperson present too many low-priority capabilities.  
  
-- What salespeople lack is a structure for presenting products in a way that ties features and benefits directly to the customer’s expressed needs. Lack of structure in a sales presentation is a prescription for lack of perceived value.  
  
There is such a structure—Action Selling’s **TFBR** method (for Tie-Back, Feature, Benefit, Reaction). It lets you create sales presentations that communicate a compelling reason to move forward by connecting product features to actual needs the customer has already agreed upon. In other words, TFBR provides the answer to, “How do I sell solutions?”  
  
**Solution:** To present your product as a solution, tie a specific need the customer has expressed to a feature of your product. Tie Back by restating the need, then describe the corresponding Feature.  
  
**Value:** Demonstrate the feature’s value to the customer by explaining its Benefit, again in terms of the customer’s expressed need.  
  
**Confirm:** Cement together the solution and value by asking for the customer’s Reaction. This tells you if what you have presented is, indeed, perceived as a valuable solution.  
  
Here is an example:  
  
**Tie Back:** “You said you were dissatisfied with the unnatural light of your fiber-optic unit.”  
  
**Feature:** “Our Model 2000 uses a color-correcting system that delivers perfectly white light.”  
  
**Benefit:** “This improves the visual sharpness and reduces eye strain and fatigue."  
  
**Reaction:** “How would a sharper image help with your work?”

Appointment Setting:

I just need ten minutes of your time to show you what I have got and you can judge for yourself.

C; Can you tell me what it is: I would like to tell you, but I have something I have to show you and it will only take 10 minutes then you can decide for yourself: you be the judge, judge for yourself, decide for yourself.

You be the judge I only need 10 minutes of your time: Would you like Saturday morning or a weekday evening

C: “Call me later to set a time”: I have my calendar right here is yours handy, why don’t we set a time right now.

Cancel “well lets set another appointment right now” does the same time tomorrow work?/ next week?

* Never sell the product during the appointment set.

“we have an innovative approach to travel that will save you 40% on the travel you already take or want to take in the future and the best part it is affordable for most people”

Nail down the appointment. Re-confirm the time and date. Leave last impression “you are really going to be happy with what we have to show you”

**Always call and confirm**

