



# 2010-2011 Campus Manager Training

## Welcome to StudentCity’s Campus Manager Training!

StudentCity provides students across the country with the Ultimate Spring Break Experience. Throughout the next few days you will learn everything you need to be **successful** and travel free in style as a **VIP**. If you ever need to brush up on your StudentCity.com **knowledge**, this training manual will be a great refresher! Read thoroughly, ask questions and most importantly...enjoy the **Ultimate Lifestyle!**

### You will leave training with...

- Knowledge*
- Confidence*
- Excitement*
- 6 Week Plan for Success*
- StudentCity and Life Goals*

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## The “Who, What, Where and When” of StudentCity

### Who we are...

StudentCity, Inc. is proud to be a part of TUI Student Travel, the nation’s largest student travel provider, who has traveled over 450,000 students, faculty and friends. As the experts in student travel, StudentCity’s management team has over 100 years of experience in reliable travel service. Since 1987 we have successfully traveled over 350,000 students to the Caribbean, Mexico, and several domestic destinations.

StudentCity’s accreditations include the Better Business Bureau Care Program (BBB), American Society of Travel Agents TOP (ASTA), National Tour Associations (NTA), International Airlines Travel Agent Network (IATAN), National Association of Campus Activities (NACA) and more. Additionally, we qualify for \$2 million in Consumer Protection Department of Transportation Bonds and \$10 million in Professional Liability Insurance.

### What we do...

StudentCity specializes in college leisure travel which includes trips to the Caribbean, Mexico, and several domestic locations. We understand the importance of student travel and strive to ensure that students have the Ultimate Spring Break Experience while on a trip with StudentCity. We provide students with the **entire event and travel package from flights to concerts to staffing and hotels**. StudentCity representatives are available to travelers from the time they are first interested in traveling until beyond when they return. .

### Where and When we go...

StudentCity travels college students during their spring break week to destinations including;

**Mexico:** Acapulco, Cancun, Puerto Vallarta, Mazatlan

**Caribbean:** Nassau, Freeport, Negril, Punta Cana

**Cruises:** Bahamas Party Cruise (Freeport)

**Domestic:** Panama City Beach, Daytona Beach, South Padre Island

### A few of StudentCity’s history points...

**1987-** A team of travel professionals came together and created what is now the biggest and best student travel company in the industry!

**1999 –** 3 Companies joined under the StudentCity umbrella to become the Ultimate Student Travel Provider.

**2004 –** StudentCity was purchased by First Choice Holidays PLC; one of the biggest leisure travel companies in the world, based out of London, England.

**2007 –** TUI Travel merges with First Choice Holidays making the company bigger and better than ever and the largest travel organization in the world! Operating in over 180 countries worldwide and traveling more than 20 million customers

**Today –** StudentCity has traveled over 350,000 travelers since its doors opened and continues to travel more and more students each year!

## Our Mission

**TUI Student Travel** - To organize and deliver unforgettable student travel experiences that exceed the expectations of our customer.

**StudentCity** – To help students organize and promote trips which enable them to celebrate youth through travel.

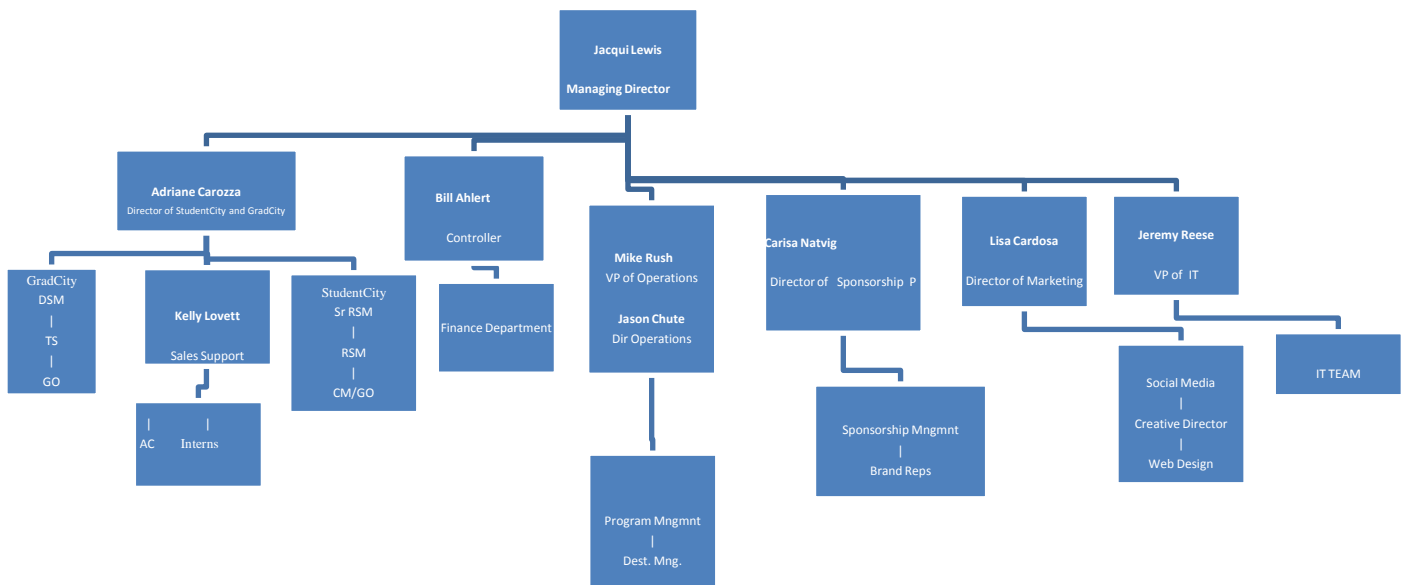
## StudentCity's Sister Companies



Educating students through travel

## Young Explorers

## Departmental and Management Team Structure



## StudentCity Sales Team Growth Plan – The roadmap to success!

Group Organizer → Campus Manager → Regional Sales Manager → Senior Sales Manager → Director of Sales

## Product Overview

<b>Mexico</b>	<b>Caribbean</b>	<b>Domestic</b>	<b>Cruise</b>	<b>ReBreak</b>
Acapulco, Mexico	Nassau, Bahamas	Panama City, FL	Bahamas Party Cruise	Rep Rewards
Cancun, Mexico	Freeport, Bahamas	Daytona, FL		Summer Break
Puerto Vallarta, Mexico	Negril, Jamaica	South Padre, TX		
Mazatlan, Mexico	Punta Cana, DR			Location TBA!

## Package Inclusions

*Please review individual destination pages for specific details on each destination inclusions as the below inclusions apply to most international destinations*

- Lowest Price Guarantee
- Roundtrip airfare with name brand carriers
- 3-10 night packages at student-friendly hotel accommodations
- Roundtrip transfers to/from hotel
- Hotel and airport departure and arrival assistance
- 24 hour on location StudentCity staff
- Exclusive Welcome Orientation
- StudentCity wristband for deals and discounts
- MTV Celebrity hosts and Performances \*\*
- All hotel taxes and gratuities
- Optional Travel Insurance
- Optional Event and Meal Packages
- Up to 50 Hours Free Drinks\*\*
- Free Meal Plan\*\*
- Free Spring Break TShirt\*
  - \*Limited Time Only!!!
  - \*\* Destination Specific



## Top 3 Benefits of Traveling with StudentCity!

### 1. Flexible Group Options – “One-Stop Shopping ”

Ever tried to plan a trip, event or weekend for a group of people? It's usually not as easy, convenient, or hassle free as it seemed when you first got the bright idea to start planning it. StudentCity makes planning, organizing, and paying for your group trip *easy and seamless*. Each traveler can pay a small deposit to hold their space on the trip and get set up with a payment plan. StudentCity will provide *all* the travel arrangements to ensure your group gets to travel together. StudentCity also takes care of the planning for your daytime beach events, night events, meals and more! Whether you want to travel in a group of 2 or 200 StudentCity will be with you every step of the way. Our team of travel experts will ensure that you have an unforgettable Spring Break experience before, during and after your trip.

### 2. “Traveltainment” - Events, & Sponsorship

At StudentCity, we pride ourselves on also delivering the ultimate entertainment to enhance your travel experience. Our concerts feature some of the hottest artists and talent such as Fergie, Lil Wayne, Flo Rida, Pit Bull, DJ Vice, MTV Real World Cast Members and much more. Not only do travelers get to view performances and events, but they also get to hang out with the celebrities throughout their stay!



Together with our sponsors, StudentCity is able to host incredible events, such as private StudentCity concerts at world famous night clubs, ensuring that students will have an unforgettable experience. A few of StudentCity's Sponsors include American Eagle, MTV U, MTV, Corona and many, many more...

### 3. Best On-Location Staff

When you are on vacation- you want to be able to actually enjoy it. The last thing any college student wants is to get stuck doing all the leg work trying to ensure that their your group has a Hassle-Free experience. With StudentCity- you leave all the planning to us! StudentCity recruits, hires, and trains all of our North American staff members who are then brought down on location to represent StudentCity at each of our destinations. They are not there to babysit- but to ensure that our customers have a Hassle-Free vacation, and to also guarantee that they have a good time!

From the moment you step into the airport- to the moment your flight leaves to return home, our staff is there! Our staff greets every traveler at the airport and escorts them to their hotel where we host a 'Welcome Orientation' for all our guests. Additionally- StudentCity staff members are at each of the StudentCity hosted events, and are there to provide answers to any of your questions, and to make sure your group has the ultimate spring break experience.

## More StudentCity Benefits

### Best Price Guarantee

StudentCity refuses to lose on price. We guarantee that travelers will not find a better Spring Break package. In the unlikely event that they do, StudentCity will discount the travelers trip to ensure our customers are receiving the lowest pricing available.

### MTV's Choice for Spring Break

Year after year, MTV has selected StudentCity as their on-site production partner for all *Spring Break* activities and concert series. This has included events such as the MTV Village and the taping of MTV shows and concerts. Panama City, Cancun, and Acapulco have most recently been chosen for MTV's locations for Spring Break. Next year, MTV will be announcing where they will be filming for Spring Break- and if you travel with StudentCity to that destination- then you too can enjoy the benefits of having MTV and StudentCity host your spring break!

You may have also heard that the cast members of *Real World Cancun* provided on location staff services while in Cancun. All true.

### Accreditations

StudentCity is accredited by the top associations in the travel industry and has held these good standings and memberships for over 10 years.

- American Society of Travel Agents (ASTA) TOP Program
- Better Business Bureau Care Program (BBB)
- International Airlines Travel Agent Network (IATAN)
- International Safe Travels Foundation
- National Association of Campus Activities (NACA)
- National Tour Association (NTA)
- Student Youth Travel Association (SYTA)
- US Department of Transportation (DOT)

### StudentCity Loyalty Rewards- *Breakers' Club*

StudentCity is the first and only company to reward our travelers for repeat business in the student travel industry. With StudentCity *Breakers' Club* you can earn rewards each and every time you travel with us on Spring Break! More details to be released soon!

### No Risk - Reusable and Transferable Deposits

At StudentCity, we understand that things may come up which prevent people from traveling. That's why we allow travelers to find a substitute or use your deposit for a future trip. We also are the only student tour company willing to allow you to switch your trip to one of our other destinations up until a certain date- that's where our variety in destinations is really key when a customer is choosing a Spring Break Company to travel with.

### Flexible Payment Options

StudentCity has a payment plan to fit everyone's needs. We require the lowest initial deposit in the Spring Break industry. And when students sign up for our monthly payment option, we'll cut our regular deposit in half. Students can also pay their deposit up front and make one final payment before travel.

### Superior Entertainment

StudentCity brings the best in Spring Break entertainment. Each year we partner with the biggest names in entertainment to help travelers party in style. No other Spring Break vacation provider offers the chance to rub elbows with celebrities and attend hot concerts like we do. Next year's entertainment and concert series promises bigger and better names than last year!



*(Top SC Benefits, Continued)*

**Early Booking Incentives**

Who doesn't love free stuff?! Book early with StudentCity and save! Booking incentives could include free or discounted party packages, free meals, free Pre-Game parties, free T-shirts, \$100 off Spring Break packages, and much more!

**Guaranteed Flight Times**

StudentCity offers Premium FlightLock<sup>SM</sup>. That means we can provide travelers with confirmed departure dates, flight times, and flight numbers on a major scheduled airline when you book your trip.

**Flexible "Length of Stay" Options- from 2- 10 nights**

We're flexible so that travelers can be too. If student's wallets, significant others or other interferences won't allow you to get away for a full week, then they can opt for StudentCity's flexible length of stay packages in most destinations. Additionally- if a student wants to stay longer, that can also be arranged!

**Free Wristband and Discounts**

StudentCity's exclusive wristband entitles travelers to extra hours of free drinks, discounted club admissions, tours, and parties at most of our Spring Break locations. We're proud to offer more freebies and discounts than any other Spring Break vacation provider.

**No Credit Card Fees**

Unlike other student travel companies, StudentCity does not charge a fee when using a credit card. Remind each of your customers, especially when they are pricing out trips with competitors, that even a small percentage of a credit card fee, could end up costing them hundreds of dollars more. Also, it's illegal- but some companies still get away with it. Not cool.

**Reliability & High Standards**

StudentCity has built a reputation as the leading provider of quality Spring Break packages and student vacations at a value price. We carefully select quality airline partners such as Continental, American Airlines and charter air carriers that have the highest standards in air travel. We are also proud members of the Better Business Bureau (BBB), American Society of Travel Agents (ASTA) and more.

**Anytime Account Access**

StudentCity was the first in the student travel industry to have online reservation capabilities and our system allows travelers to manage their account 24/7. Travelers can check their balance, make payments, and add options to their account around the clock.

## The Sales System

### 5 Crucial Steps of the StudentCity Sales System

- ☑ **Prospecting** – generate leads
- ☑ **Recruit your team** – recruit and qualify a minimum of 6 Group Organizers (GO)
- ☑ **Group Organizer meeting** – host meeting for the group organizers
- ☑ **Group Meeting** – host meeting for everyone attending the trip
- ☑ **Deposit Deadline** – date set to pay the deposits

### Sales System 3 Week Timeline

Use the Account Checklist to successfully collect deposits from every account within 21 days (3 weeks)!

#### *Sample progression of sale*

**Day 1:** Prospecting – generate leads on campus

**Day 2:** Contact leads to qualify a Group Organizer and set a G.O. meeting date

**Day 6:** Confirm attendance to Group Organizer Meeting

**Day 7:** Host Organizer meeting and set Group Meeting date

**Day 8-13:** Email names using either Facebook or email ensure attendance at Group Meeting. (Send reminder email/phone calls/ Facebook messages to confirm meeting the night before or morning of)

**Day 14:** Host Group Meeting

**Day 15-20:** Contact names from group sign in sheet and email list to answer questions and remind them of the deposit deadline date

**Day 21:** Deposit Deadline

### Step 1 – Prospecting (Generate Leads)

- **What is a lead?** A lead is a name, phone number and email address of a person that could potentially travel with or organize a trip with StudentCity.
- **How can you generate leads?** There are several ways to generate leads, so be creative. Some of the best ideas are;
  - Networking** – TALK – get out there and talk about StudentCity, who we are and what we do and why we are the best in the industry!
  - Referrals** – Past travelers, friends, family members, etc.
  - Greek Organizations** – Find out who are on the board for the Greek Organizations on campus and get their entire sorority/fraternity involved.
  - Clubs and Organizations** – Obtain a list of academic, athletic and political clubs recognized by your school from the Student Activities office. The list will contain names of group leaders and their contact info.
  - School Functions** – Back to school registration, DEX events, Activity Fairs, Greek Events, Sporting events, etc.
  - Promotions** – Set up bar nights, parties, tables at football games – get creative!
  - Facebook/Twitter** – personalized travel groups, send out meeting reminders, post pictures and information about trips (ie: SAE Bahamas Spring Break! ), search networks and friends, qualify your leads.

## Step 2 – Recruit your team! (Qualify Leads)

- **What is a qualified lead?** The name, phone number and email address of a person that *expresses interest in traveling with or promoting* a trip for StudentCity.
- **How to qualify?** Know what you are looking for! Look for influential students such as
  - Sports Captains
  - Greek Presidents, Social Chairs, Panhel/IFC Chairs and Spring Break Chairs
  - Someone involved in multiple clubs or organizations
- **Ask Key Questions**
  - Why do you want to organize your group's trip?
  - What makes you the perfect person to do this?
  - What activities are you involved in?
  - Who do you know that would travel
  - What past fundraising experience do you have?
- **Why you qualify?** Getting the right people on your Organizer Team is the key to your success! If the “right” people are organizing the trip, participation is guaranteed!
- **What to look for?** An organizer who is influential on campus and can get a large group involved!

**Be Selective!** You are recruiting your sales team for the best Spring Break company on earth; organizing a trip for StudentCity is a privilege and an incredible opportunity!

## Step 3 – Group Organizer Meeting

### Purpose of the Group Organizer Meeting

- To make each member of the team an expert on how the trip works
- To build trust and rapport with your team
- To set the date and time for the group meeting for their prospective customers
- To set a goal for number of sales
- Send out Meeting Reminders for the Group Meeting
- Build the reservation prior to the meeting- and add names, emails and phone numbers at the meeting
- Obtain a list of referrals for other potential Group Organizers they know. (We will reward them with a Bonus if this referred GO produces!)

### Who should attend the Group Organizer Meeting?

- All GO's – may do meetings one-on-one or in a group

### Tips for a successful Group Organizer Meeting

- **Triple Confirm** – college students are busy...they forget...confirm everything at *least 3 times*
- **Location** – choose a place they are comfortable (their dorm room, Greek house, cafeteria, etc) to review the information
- **Be Prepared** – make sure you have your information ready, a calendar and plenty of flyers and business cards
- **Assign Tasks** – make sure they are creating Facebook groups ( and keeping them private!), posting flyers, keeping you informed of any leads or potential new groups they know about, etc.

### **IMPORTANT**

- **Keep your Organizer focused** on the task at hand
- **Remind them they need to pay their deposits** online using their online account
- **Inform them their most important job is getting everyone to the meeting!** *You will take it from there.*

## Group Organizer/Campus Manager\* Incentives

<b>Trips</b>	<b>1- 49 Trips</b>	<b>50 - 74 Trips</b>	<b>75 - 99 Trips</b>	<b>100 + Trips</b>
<b>International</b>	\$30	\$40	\$50	\$60
<b>Cruise</b>	\$15	\$20	\$25	\$30
<b>Domestic</b>	\$10	\$12	\$15	\$20
<b>Bus</b>	\$10	\$12	\$15	\$20
<b>Hotel Only</b>	\$10	\$10	\$10	\$10
<b>Air Only</b>	\$10	\$10	\$10	\$10

\*Indirect trips booked through Group Organizers under Campus Managers are worth 1/3 a trip.

<b>You sell</b>	<b>You Get</b>
<b>16 trips</b>	Free Spring Break
<b>20 trips</b>	Free Spring Break, Free Gold City Pass
<b>24 trips</b>	Free Spring Break, Free Platinum City Pass
<b>28 trips</b>	Free Spring Break, Free Platinum City Pass, VIP
<b>32 trips</b>	Free Spring Break, Free Platinum City Pass, Free Re-Break Trip, VIP
<b>50 trips</b>	Free Spring Break, Free Platinum City Pass, Free Re-Break Trip, MVP

### VIP Benefits

- Velvet rope VIP section access
- Express entry to all StudentCity events
- VIP dinner invitations
- Celebrity meet-and-greets

### MVP Benefits

- All VIP incentives listed above
- Free excursions
- Personal assistance from StudentCity staff
- Entry to exclusive MVP areas
- Personal waiter service at City Pass clubs

## Step 4 – Group Meeting

**Get the LARGEST audience possible** – send mass emails, post flyers, call everyone, make an announcement, post messages, set a Facebook Group Event, Twitter, etc

### **Purpose of the Group Meeting**

- Introduce them to StudentCity and for some people Spring Break!
- To generate EXCITEMENT about the trip
- Offer all trip details
- Answer questions
- Announce deposit deadline

### **Prior to Meeting**

- Find out where they might want to go on Spring Break!
- Contact your CMC and RSM to inform them of the meeting you are running, and to find out any current specials or incentives going on
- Review the general pricing, product and packages for their interest

### **Tone of Meeting**

- Energetic and Friendly
- Portray Enthusiasm
- Be Professional yet casual

### **Location** – Keys to a successful location

- Make sure you pre-select a room in advance and make sure it is **triple confirmed** and available
- The best place for a meeting is the common area of a dorm, Greek house, local hang out, lecture hall, etc (Make sure its easy to get to and accessible/unlocked!)
- Make sure you will have internet access to make deposits at the meeting and view video clips

### **Arrange Seating**

- Seat students in areas where you can easily see and speak with them
- Set yourself in a manner where you may deliver a powerful and emotional presentation (you should be standing)

### **Connect with the audience**

- As you meet your audience, introduce yourself and be quick to break any “ice” before it develops in the relationship
- Be sure to say hello to those who make eye contact
- Quickly build rapport

**Post a Sign in sheet at the entrance and require that each person fill in names, numbers and emails!**

**Make sure you have all of your supplies, flyers, etc.**

**Confirm that your Group Organizer will be there, twice**

**Remind Organizer to call, Facebook and email everyone to remind them of the deposit deadline**

### **Important Things to cover at your Group Meeting**

1. Travelers must submit a \$150 deposit online and agree to the terms and conditions.
2. Deposits are Risk Free, non-refundable, but can be re-used within 2 years.
3. An accurate email address is necessary as most information is sent via email, including travel document information. They also need to submit their FULL LEGAL NAME!
4. All pricing is based on the maximum occupancy. If they are in a room with less than the maximum occupancy, occupancy surcharges will be applied.
5. PASSPORTS ARE A MUST! Effective as of June 1, 2009- All US Citizens must provide a passport to leave the country, and to get back in. Order asap to avoid the rush!

## Step 5 – Deposit Deadline

### Collect Deposits IMMEDIATELY

- During the Group Organizer Meeting you will set your deposit due date, but make sure everyone knows that they can submit deposits in as soon as they would like
- Group Organizers need to pay their deposits online prior to the Group Meeting. This will create the domino effect and others will follow
- Make sure everyone who is able to brings their deposit to the Group Meeting, they can submit it while you are there
- Make sure everyone knows why it is important to book before the deadline

### Review your reservation

- On your workstation, review who has deposited
- Contact those who have not deposited to remind them of the deadline
- After the deadline, contact all interested to see if they still would like to sign up

**CELEBRATE SUCCESS and GET READY FOR  
SPRING BREAK!!!**



## Customer Relations – Things to Remember

**StudentCity prides itself on our Customer Relations Division.** Year after year we continue to deliver unforgettable spring breaks that exceed the expectations of our customer. From the moment you deposit, to the moment you return home from your trip- we will be there for you and your group every step of the way, going the extra mile to ensure a hassle-free and worry-free vacation; **that’s the formula for the real Ultimate Spring Break Experience.**

### Pricing and Incentives

Pricing is always subject to change. Please remind travelers that they can lock in the best rate and current booking incentives by paying their deposit by their deposit deadline. Failure to pay the deposit on time could result in a price increase or change in their package inclusions (i.e. loss of early booking incentives, like free party packages, or discounts!) ! Or worse, inventory and space could fill up- so you are running the risk of not getting your first choice package.

### Deposits and Payment Plans

#### StudentCity Flex Pay Plan:

Trip Type	1st Deposit	2nd Payment	Final Payment
Package Trip w/ Flight	\$150	\$300 by Dec 1	Final Payment by Jan 4
Cruise	\$150	\$150 by Dec 1	Final Payment by Jan 4
Less than \$600	\$75	\$75 by Dec. 1	Final Payment by Jan 4

### Monthly Pay:

StudentCity is now offering Monthly Payment Plans for you and your customers convenience. To start, your customers will need to put a deposit or down payment of \$150, and each month make a payment of \$100 on the last day of the month (30<sup>th</sup> or 31<sup>st</sup>!) . If they opt in to the monthly- they will receive an electronic notification a week before- and make payment. Jan4th they will need to pay the remaining and final balance.

### Changes to Reservations

All requests for name changes and changes to destination/hotel/air are to be submitted via email to [customerservice@studentcity.com](mailto:customerservice@studentcity.com). No modifications will be made to a group/individual account without the receipt of an email request. Remember- if your flights have been purchased already- the airlines no longer allow name changes for most major airlines!!!!

### Other Changes, Requests or Concerns

**For the fastest response time**, all other requests or customer service issues should be submitted in writing as well to [customerservice@studentcity.com](mailto:customerservice@studentcity.com). Or call the main office Monday through Friday during hours of business at 888.777.4642 and someone will help you.

### Cancellations

**ALL Initial deposits are non-refundable**, but up to \$100 of your deposit is reusable for 2 years from your cancellation date. Cancellations made after final payment are non-refundable. Please email [customerservice@studentcity.com](mailto:customerservice@studentcity.com) to cancel your trip. Remember, if your customers are canceled due to non-payment- they run the risk of losing all discounts, price busts, and early booking incentives. Or even worse, they run the risk of losing their spot all together!

### Insurance

StudentCity offers full coverage travel insurance to all of our customers. Although its not required, we strongly suggest that all of our passengers purchase the traveler insurance. AIG Travel Guard has been our preferred travel provider for the last 10 years. International trip insurance is \$68, and domestic is \$39. Once the trip is paid in full, the insurance coverage begins, and is unable to be canceled. If one of your travelers decides to withdraw from the insurance- they must email [customerservice@studentcity.com](mailto:customerservice@studentcity.com) and we will remove it from their account.

## Top Things to know about your Workstation

### My Tasks/Hot Leads

The more often you check My Tasks tab, the better your chances are at grabbing Hot Leads. Some check it twice a day, others twice a week. Either way you can access your workstation 24/7.

It will have the hottest leads available from your campus within the last 24 hours. This tab will also have all Tasks that need to be completed on that day.

- Log onto your workstation, Hot Leads will be the first page that comes up
- Click on the tasks assigned to you, this will bring up all of the details associated with that task.
- Once you complete a task, be sure to open the task and change the status to completed, so you your RSM knows that the task was done. Please be sure to include any notes that are necessary.
- If you need to add a task, simply click “Tools” and select “Add Task” and you will be able to enter in the details of your task

### Add to Existing Reservation

If you need to one person to a room, or an entire room of people, you can do this from your workstation.

- Go to the reservation you would like to add a person or room to
- Click on “Customers” and select “Add a room” or “Add a Customer”
- Fill in the customers details and the customer will be able to access their account and make their deposit by using the customer number and last name

### Add a Group Organizer

When adding your Group Organizers in your workstation, make sure to spell their name correctly, have a current mailing address, and to make a note of what organizations they are in or destinations they want to go to. To add a Group Organizer, follow these steps.

- Go to “Sales Rep Info”
- Select “Tools”
- Select “Add a Rep”
- Fill in the Group Organizer’s details and save

### Order Flyers/Contact your RSM/Learning Center/Supplies

Order the amount of flyers you need or send a message directly to your College Sales Manager. To do this, follow these steps

- Select the “Resources” Tab along the top
- If you wish to contact your Sales Manager, simply enter in the email you would like to sent and click “Send”
- If you wish to order supplies, select the “Order Supplies” tab
- Confirm your shipping address and select the items you wish to receive
- Select “Order Supplies” when complete

### Make Payments

You have the option to make payments for your customers (direct sales) or your Group Organizer’s customers (indirect sales). You can do this by digging into the reservations, looking under Customers, or using the search function.

## Sales Master

*A good sales person is born; a great sales person is created!*

**Knowledge** gives you **Confidence** → **Confidence** makes you **Enthusiastic**  
**Confidence+Knowledge=SALES!**

### Be in the Know

- Learn the company, the industry and the product
- Learn communication and closing techniques ( ABC!)
- Learn and read your audience and target market
- Always remember that enthusiasm is contagious!

### Selling from your Customer's Point of View

- Adapt your personality to that of your customer
- Build Rapport
- Mirroring
  - Auditory – tone, tempo, volume and vocabulary
  - Psychological – posture, eye contact, proximity
- First Impressions
  - 55% the way you look
  - 38% how you say the words you use
  - 7% the words you actually speak

### Questioning – The Power of the Questions

- Broad vs. Narrow- Avoiding the YES/NO
- Listen carefully
- Listen for needs

### Listening

- Repeating and Rephrasing
- Take notes
- Head nodding, “I see” and “I hear you”

### Practice

- 80% Listening and 20% talking
- Discover their needs (80% of the time)
- Present the benefits you offer (20% of the time)

### Sequencing

- Make a list of the students needs
- Logical order/format
- Repeat them five (5) times

### 5 Steps of Sequencing

1. Have the customer tell you their needs and LIST them on a piece of paper
2. *Clarify* – Repeat the list out loud
3. *Qualify* – “if I can find you...”
4. *Agreement* – Present the product by pointing out the benefits (not features)
5. *Decision Step* – “as you can see...”

### Reinforcing

- Agree and reinforce their decision
- Creates a bond
- Sincerity is critical

### Closing

- ALWAYS **under promise** and **over deliver**
- High Pressure vs. Low Pressure
- Ask for the business

## Campus Manager Expectations

- Bring Excitement, energy and a positive attitude
- Maintain minimum activity requirements
- National bi-monthly or regional bi-weekly calls (Time/Dates to be announced)
- Weekly meeting with managers – review goals
- Group Organizer trainings and sales calls

## What makes a successful Campus Manager?

1. **Product Knowledge**
  2. **Professionalism** – follow a code of ethics and standards  
*Remember:*
    - 1<sup>st</sup> Impressions – attitude/action
    - 1<sup>st</sup> Impressions are based on
      - 55%** - the way you look
      - 38%** - how you say the words
      - 7%** - the words you actually speak

**Never** sell people the way that you like to be sold...always sell people the way they like to be sold!
  3. **Positive and Energetic Attitude** – The day you meet your clients is the day their StudentCity Experience begins!  
**“Seek to understand before being understood”** – Franklin Covey
-

## StudentCity & Life Goals

See contract for details

I will sell  trips by  to receive  
 \$  and

I will hire  Group Organizers by  to help me hit this goal!

**Sales Quotas:** Your minimum sales quotas are based on registrations submitted with deposits each month as follows:

	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
5th												
20th												
CUMM												

### Lifestyle Goals for the year:

Professional:

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Personal:

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Relationship:

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Spiritual:

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School:

<u>Greek Organization</u>	<u>Contact Name</u>	<u>Contact Email</u>	<u>GOAL</u>

School:

<u>Greek Organization</u>	<u>Contact Name</u>	<u>Contact Email</u>	<u>GOAL</u>

School:

<u>Greek Organization</u>	<u>Contact Name</u>	<u>Contact Email</u>	<u>GOAL</u>

School:

<u>Greek Organization</u>	<u>Contact Name</u>	<u>Contact Email</u>	<u>GOAL</u>



