

## **Surge 365: 6 Step Grand Opening / Travel Party Formula**

(Grand Openings Should Last Appx 30 to 40 Min Max)

### **Step 1 - Preparation**

- **If you are not a Team Builder (TEAM BUILDER) Schedule a time with your TEAM BUILDER (or Sponsor)**
- **Limit spending to \$30.00**
  - Coffee, Finger Foods, Cookies
- **Invitations**
  - Invite as many as possible
    - 30% will say they are coming, 30% of those will show.
    - You can recapture the no-shows on your next one
  - Start at 7:00 for a 7:30 Presentation
  - Ask them to bring friends
  - Within 24 hours, call to confirm.
    - "I want you to know how much I appreciate your coming. Could you please do me a favor and bring "x" (Asking invitees to bring plates, cups or ice will help make sure something else doesn't come up, keeping them from coming)
- **Day of the Party**
  - Make sure DVD or presentation video is set, tested and ready for "play" to be pressed
  - Play travel or island music
  - Make sure PC is up and running to get guests signed up for Vortex, Vacation Sweepstakes unless they sign up for business on the spot.
  - Make sure dogs, kids and phones put away and off
  - We want NOTHING distracting guests from what you put together. If they don't take in what you are showing them, all of this is for nothing.

### **Step 2 - "Let's Be Seated"**

- **1st Half Hour People Mingle**
- **At designated time, bring everyone together by the TV**
- **Host**
  - Thank everyone for coming
  - Share with everyone
    - What you saw when biz was presented to you
    - Why you got started
    - Why you are so excited
    - Keep to 60 seconds
    - Introduce your "partner" (TEAM BUILDER) if they are there, if not, continue.

## - **Team Builder**

- Share with everyone:
  - What you saw when biz was introduced to you
  - Why you got started
  - Why you are so excited now about your business
  - Keep to 2 Minutes
- Ask "If time and money were no object, what would your "Vacation of a Lifetime Be?"
- Call on host to answer first to get the audience in vacation mode.
  - Host should be prepared for this.
    - It needs to be a fantastic destination, with vivid details. What they would do and see, family being there, etc.
  - Give everyone a chance to talk about their vacation.
  - Ask audience why they consider these "Dream Vacations" vs. "Annual Vacations" ("Time and Money" is why)
- Explain that one of the benefits of what we are doing is being able to turn these types of vacations into "normal" vacations. We are going to use a short video presentation to provide an overview of what it is we are doing.

**Step 3 - Play DVD or Presentation Video** (Surge365 Presentation w/vortex- Youtube – Surg3365 Media)

## - **Host hits play on the DVD**

- DVD is 8 Minutes
- Watch it like you have never seen it before; on the edge of your seat!!.
- Remember, this is the first time any of your guests have seen this video. Paying close attention is contagious, set the example.

## **Step 4 - "Talk About Traveling Better for Less"**

### - **Team Builder or Host**

- Talk about the benefits that you identify with (Some options)
  - Earnings on putting the power of Internet & largest largest industry in existence to work.
  - Personal Vacation Experiences with YTB
- PTN Exclusives (Select Vacations)

- Explain that because of our presence in the Industry, beyond the typical travel perks Travel Agents have access to, we found ourselves in a position to negotiate our own as well.
- Talk about training options and benefits
  - PTN Travel Agent Training / Industry Specialist Training (Wedding Destination Specialist, Disney Travel Agent, Special Needs Specialist, etc)
  - Princess Commodore Training (Free)
    - With PTN Travel Agent Training
    - Appx 24 hours of online training (Free)
    - Get a free cruise for 2 at completion
      - Ranging up to 21 Days
      - All Cruise options eligible up to \$10,000 in retail price
      - Royal Treatment
  - Tahiti Specialist
    - Discounted to \$599.00
    - Over Water Bungalow
- Vacations should always be for the purpose of “previewing” the destination, property, restaurants, theme parks and activities, in the honest pursuit of profit, so they may become a tax deduction. This is a critical part of your pursuit of profit as it helps you promote the destination when talking to others.
- Talk About Earnings
  - If only 6 to 10 people like you better than Expedia, on average, one earns somewhere between \$1,500 to \$4,000 that year in commissions.

### **Step 5 - Close it up**

- **Team Builder Closes up the Audience**
  - "As we wrap up here in just a minute, we are going to do some things for you as a thank you for coming."
    - Sign up for complimentary Vortex travel savings website. Save up to 28% off hotels, resorts, and cruises.
- Closing
  - We would like to ask for your help. We have a survey that will allow the host to get some valuable feedback from you. We would really appreciate it if you would complete it and give it back before you leave.
  - ***Hand out the surveys and get them back.***

- Team Builders, you should always get at least a copy of these before you leave to ENSURE the follow-up process is carried out for the guests. 99.9% of the marketing success will come from the follow-up.
- TEAM BUILDER or Host
- Thank everyone for coming and invite them over to the computer to register for the above, continue to mingle and to get any questions answered they may have.

**Step 5 - HAVE FUN!!!**

**Most Importantly...  
IT'S A PARTY  
IT'S TRAVEL &  
IT'S YOUR BUSINESS!**