

Fast Start Training Guide

Complete this with your Sponsor or Upline Leader

Welcome to the GT Trends Family

On behalf of all of us in GT Trends, we welcome you as a new member of our family.

This manual is a compilation of the proven steps that, properly followed, can assure you a productive journey in building your business. The pages in this Success Guide represent resources and action steps to be followed and repeated. Learning the basics well in your early weeks will pay off down the road when you are leading a winning team.

Our goal is to guide you through these critical first steps and help you discover the unique opportunity that exists within network marketing and GT Trends. We encourage you not to "reinvent the wheel," so to speak, but to learn effective steps that are both transferable and duplicable.

To ensure success: Work closely with your sponsor or closest trained leader whether it's in person, over the phone, or via email.

Use the checklists to track your progress and keep you on track. Remember that this business is based on the simple concept of duplication – "each one teach one". You are not just training yourself; you are learning the information to pass on to your current and future teams.

Sincerely,

The GT Trends Family

10 Core Commitments

There are 10 CORE COMMITMENTS you need to make to achieve a high level of success in this business. Every leader in the field has taken the 10 CORE COMMITMENTS and built his or her business around them.

- 1.) Commit to the Training Process
- 2.) Complete this Fast Start Training Manual
- 3.) Commit to at Least TWO Exposures a Day & ONE Out-Of-State Exposure a Week
- 4.) Stay Connected
- 5.) Attend Your Local Weekly Travel Launch Parties (TLP's)
- 6.) Attend the Monthly Super Saturday Events in Your Area With Your Team
- 7.) Commit to Personal Development
- 8.) Use Your Travel Credentials and Create a Personal Travel Testimonial
- 9.) Find a Workout Partner
- 10.) Be Here a Year From Now

Step 1: Setup

Core Commitment: *"I will commit to the Training Process."*

Like any plane about to take off from a runway, there are key details that must be checked and completed to ensure a successful launch. Your business is no different. Completing the following Fast Action Launch Checklist is essential to a successful launch of your business and the business of your downline. Remember, these things are easy to do, but even easier not to do. Successful people do the things unsuccessful people don't on a consistent basis...

Fast Action Launch: Checklist

- Take your ATA exam (in your back office)
- Submit your Credentials Picture
- Complete this Training Guide
- Define your 'Why' (Goal Planning)
- Develop your **Top 10 Prospect List** (for pre-launch meeting)
- Develop your **Main Contact List**
- Schedule a "Grand Opening" Launch Party
- Become qualified as a SrA

Your Top 10 Prospects: The Pre-Launch List

One of the biggest keys to your success as a new SrA in GT Trends is to help create an incredible story early whether it's the amount of money you earned in the short time you have been in the business or the money saved on a vacation/business trip. This Top 10 List will help you invite to the Pre-Launch Party (explained in more detail later in this guide) and then the major Grand Opening of your new travel business!

Top 10 List (Name & Phone Number)				
	Invited	Exposed	Follow Up	Enrolled
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

Goals: Defining Your 'Why'

"If you aim at nothing, guess what you will hit..."

In order to achieve your goals it is important that you take the time to define them in vivid detail. If the 'why' (reason) is strong enough, the 'how' is easy. Do you know what the difference between a goal and a dream is? **A goal is a dream with a deadline.** To make your goals work for you, they must be specific and have a deadline. The following S.M.A.R.T Goal System will help you define your goals. The next year can be much different than the last year if you apply this system and clearly define your goals.

Specific	<i>"I will expose 2 people a day."</i>
Measurable	<i>Should allow me to know whether I achieved my goal or not.</i>
Agreed upon	<i>Share your goals with your sponsor and spouse.</i>
Reward Driven	<i>"I will earn \$200 after I sponsor my first 2 SrA's"</i>
Timetable	<i>"I will become qualified by this Sunday..."</i>

S.M.A.R.T Goal Setting (Example)

Specific	Measurable	Agreed Upon	Reward Driven	Timetable
Goal 1: Schedule a Grand Opening Travel Party and complete my contact list and invite 30 guests in 10 days from now.				
Schedule a 'Grand Opening' Launch party, complete my contact list and invite 30 guests.	Completed my contact list, scheduled the launch party, invited 30 guests.	Told my spouse what I was doing as well as my upline.	Out of 30 invites, sign up at least 4 SrA's and earn at least \$400.	Complete list in 2 days, schedule launch party in 3 days, and conduct a launch party in 10 days.

S.M.A.R.T Goal Setting: Goal 2

Specific	Measurable	Agreed Upon	Reward Driven	Timetable
Goal 2:				

S.M.A.R.T Goal Setting: Goal 3

Specific	Measurable	Agreed Upon	Reward Driven	Timetable
Goal 3:				

Use the above S.M.A.R.T Goal System to plan your first goal with your upline. Use this formula in your journal to plan out your future goals as well.

PLAN. DO. REVIEW.

Step 2: Get Started

Core Commitment: *"I will expose at least 2 prospects a day to my GT Trends business."*

With your Top 10 List Complete and your Main Contact list being developed, now you are ready to share this incredible business with your friends, family, and even strangers! The first and most important skill you need to develop is the skill of "prospecting". Many people make the mistake of thinking they have to know everything about this business before getting started. You have a support system in place that will help you with any questions you come across and as the saying goes, in this business, you earn while you learn!

TELL NOT SELL

The **KEY** to exposing your business is to **TELL not SELL**. We share this incredible business with people but we don't talk too much. If you are talking and explaining this business, you are selling. **Don't be the message. Be the messenger.**
Use 3rd Party Tools to help promote your business.

3rd PARTY TOOLS

The use of a 3rd Party Tool to promote your GT Trends business is one of the most important keys to successfully launching your business as well as the new prospects that you help enroll in GT Trends as well. Anybody can get on a corporate conference call with a prospect, anybody can play the corporate DVD on their TV/Computer for their potential prospects, anybody can use the online tools such as 123successtravel.com, gttrendsvideo.com, and your personal GT Trends websites to expose your business across the world without having to feel like you have to put together a PowerPoint Presentation or speak in front of an audience.

3rd Party Tools: Checklist

- Corporate Business Opportunity Call (Every Tuesday at 9:00 PM EST)
Phone: 712-432-7521 **Pin:** 187759#
- Your personal GT Trends Rep Site (www.yourusername.gttrends.net) (corp video)
- 2 on 1 (Private presentation with your prospect, you, and your upline)
- Corporate DVD
- Webinar (Presentations)
- Webinar (Training)
- Pre-Launch Party
- TLP (Travel Launch Party)



Inviting: Tools & Techniques

STEP 1: BE IN A HURRY

Successful people are always busy and now that you have a big list of your Main Contacts to work with, you are going to be very busy. The total invite should take no longer than 60 seconds so you have no time to chit chat. Start off the call with:

“Hey Lisa, this is (you) , Look I don’t have a lot of time right now...”

You may think that your friends will think you are crazy if you start off the call like that, but they won’t. If you really were in an emergency and didn’t have a lot of time, they wouldn’t think you are crazy.

This is also help you get off the call at the end if they try to ask you more questions since you already told them you were busy to begin with. It will immediately start to create a sense of urgency and give you the 60 seconds you need to invite them.

STEP 2: CLEAR THE DATE

This is the most important step of inviting. Your goal with this step is to simply clear the date:

“... hey Lisa what do you have got going on today at 3:00?”

(The time and day can be changed for whatever time (and day) you want to plug them into one of the 3rd Party Tools.)

Lisa now can say only one of two things:

1. If she is busy, then you simply say: **“Lisa, no problem, I’ll catch you another time.”**

Your goal was to clear the date, you couldn’t clear the date because Lisa was busy so you are going to leave her at that particular point and come back to her later. This will also create a sense of mystery with Lisa as to what you are doing and will help you when you invite her the next time.

2. She is free – BINGO! Remember the point of this step was to clear the date which is what you did.

STEP 3: INVITE

You only jump to the invite if you have already successfully cleared the date in Step 2. With passion and excitement in your voice:

“... Lisa, I’ve got something that you have to see. I don’t have time to explain right now but be in front of your computer at 2:55.”

At this point the only thing that can throw you off is if she asks you what it’s all about. If she does, just refer back to Step 1 of the Invite and remind her you don’t have a lot of time and you have to go but be ready at 2:55 and she will find out then.

STEP 4: CONFIRM THE DATE

“... okay so we’re both on the same page, I will call you at 2:55 today, make sure you are in front of your computer. I gotta run but we’ll talk in a bit. Bye”

FOLLOW UP

When you call "Lisa" back at 2:55 (or whatever time), keep it short just like the invite:

"... Lisa, thank you for keeping to your word, I came across something that made me think of you but instead of trying to explain it to you myself, I want you to watch a brief summary of what I am excited about. It's only 28 minutes and I will call you back in 29 minutes and we can talk more then... "

When you call "Lisa" back at 2:55 (or whatever time), keep it short just like the invite:

When you call "Lisa" back 29 minutes later, ask :

"What did you like most about what you saw?"

Whether or not the answer is a positive one, the final step is to move them to either a live conference call, webinar, 2 on 1 with your sponsor, or a TLP.

"Lisa, on a scale of 1-10 where 1 is you are not interested and 10 being, "stop talking already how do I get started?" where do you put yourself?"

Most of them will reply with something from a 6-9. Anything more than a 5 then jump immediately to this:

"Lisa, can you hold on for a second?"

Of course they will say yes. People are accustomed to hearing that. You then flash over and call your upline leader (Try to get in contact with your upline before you call Lisa back so if your upline is busy, they can try to free up their schedule so they can set a minutes aside to help you bring in your prospects). Once you get your upline on the phone let them know what number they are on the 1-10 scale and any information you may think can help your upline connect with your prospect (*i.e.: occupation, marital status, financial situation, your connection with them, etc.*).

"Lisa are you back with me? Listen I was able to grab a business partner of mine who is incredibly successful in this industry, he loves to have fun and has helped a lot of people achieve many of their financial goals. This is a person that you will be working with as well. He is a top leader and trainer in our company and one of the most respected people in the entire industry. Lisa this is Jon. Jon this is Lisa.

*** Once your upline has started speaking then you zip your lips and your leader takes over. Don't speak until you are spoken to. Once you build the level of respect between your prospect and your upline you don't want to tear it down by saying something irrelevant. Let your upline leader do the talking. You will know when it's time to speak. ***

Planning: Your Grand Opening

A Grand Opening is the MOST effective way to LAUNCH your business. It is the best way to inform your friends and family that you have a travel agency where they may be able to save money on their travel. A Grand Opening is where you invite 15-30 people over to your home. Your sponsor and upline leader will be there to support you and help you enroll your guests in a low-key, non-threatening environment. Imagine if you had 10-15 guests at your home and a modest 3-5 people sign up. Then the next week they each had 10-15 guests at their homes... Within two weeks you could have a new team of over 12-15 new SrA's!

Before you have your Grand Opening Party however, an even more important part of the meeting is the Pre-launch Meeting with 4-8 people (your closest friends and family) that you setup with your sponsor so they have a chance to join your business before the main event. They will then be able to bring some of their own guests to your Grand Opening Party as well which in turn would help fuel your team's growth even faster!

Grand Opening: Checklist

(To be done in order)

- Schedule your Pre-Launch Meeting with your sponsor
- Schedule your Grand Opening with your sponsor within 10 days of the Pre-Launch
- Complete your Main Contact List of at least 100 people
- Use the invite system on the previous page to invite your closest friends and family to the Pre-Launch (usually from your Top 10 list)
- Invite 30-40 guest from your Main Contact List (play to win)
- Complete the TLP (Travel Launch Party) Checklist (below)

Scheduled Date of Grand Opening:

Pre-Launch Meeting

At this point, you may not know much about the business, however you are excited. Do not try to explain the business. Don't be the message; rather be the messenger by just inviting 6-8 of your Top 10 using the Invite techniques found in the previous page. If you have 6-8 people at this Pre-Launch, you should sign up at least two of them and become instantly qualified. It is very important to let the guests know that this is your Pre-Launch Party followed by a BIG Grand Opening and this is their chance to see it first before you take it to the whole group. **Create the sense of URGENCY.** People act quicker out of the fear of loss than the chance of gain. Let them know when your Grand Opening is so your new reps can now have a chance to bring their guests as well.

Scheduled Date of Pre-Launch Meeting:

Travel Launch Party: Checklist

- Corporate DVD
- White Board (If you don't have one see if your upline has one you can borrow)
- Supplies: Applications (download from teamgtt.net) , pens & notepads (enough for all guests and reps)
- Fun music (nothing slow, no heavy metal, no rap) something that will create a light and fun mood
- Review the PowerPoint *"Turn Your Living Room into a Goldmine"*

Step 3: Expose

Enrolling : After the Presentation

Have enough applications ready for people to sign up. Applications should immediately be distributed at the end of the presentation without questions. ALWAYS ASSUME THE SALE. The presenter should not have to ask where the applications are.

The moment the presenter is finished, put only the application in each of the prospect's hand (Don't ask if they want it – Always assume they do). Other SrA's that are at your meeting will help enroll your prospects. Once you have handed them all out, sit down with the one who was the most excited during the presentation and help **fill out their application for them**. This is very important because once the other prospects see others filling out applications, they won't want to be the only one who missed out and you can enroll more of your guests using this method than any other. Most people have a "Herd Mentality" and will follow what the rest of the room is doing.

Instead of asking what their name is, you can say something like:

"How do you want your name to appear on your check?"

or...

"What address would you like your checks mailed to?"

If your guest is thinking about it but hasn't been able to make a decision try to find out where their interest is and focus on that area:

- If Travel – share your personal travel testimonials or your upline's if you are brand new .
- If Business – share your personal experience
- If Both – what are you waiting for?

No matter what, if you don't have the turnout you were hoping for, don't get discouraged, just jump back on the horse and schedule another TLP!

HOT TIP: If you have done EVERYTHING in this manual so far, then you will have a great turnout, if however you didn't have the outcome you expected, chances are you may have missed 1 or 2 key elements so go back over this manual again as if you are reading it for the first time your next TLP will be a smashing success!

Enrolling : Signing up Your Prospect

One of the most important things you can learn in this industry is how to enroll your prospects into your business. Whether you are helping a prospect enroll over the phone following a 3rd Party Tool you referred them to or after a local TLP, this is **THE MOST IMPORTANT** part of the presentation. Without this step, all the work you have done is wasted. All that is required to develop this process is to use the following techniques and Practice – Practice – Practice!

"What did you like most about this?" – (Wait for a response) Whatever the answer is, help answer any more of their questions they may have and then based on what they liked most simply say "let's get you started so that you can ... (plug in what they liked most)"

For Prospects Interested in Travel

"It Made Sense to Me" When I saw this and realized that I could save money on my own travel by earning commissions and getting incredible discounts, it made all the sense in the world to get started immediately. Wouldn't you love to get paid for vacationing also?

For Prospects Interested Earning an Extra Income

"It Made Sense to Me" When I saw this and realized that I could make some extra money by referring people to my website and by sharing the opportunity with others, it made sense for me to get started right away before somebody else introduced my friends to GT Trends before me. Does the business model just make sense?

Follow Up: 3rd Party Validation

3-Way Calls

After your prospect has listened to an overview of the business opportunity through one of the 3rd Party Tools, if they have any questions or are sitting on the fence, you should conduct a 3-Way Call between you, your prospect, and your upline leader.

YOU (Have trust with prospect) + **UPLINE** (Brings the respect through success in GT Trends) = **SUCCESS**

Edification

Edification is speaking well of someone. Edification is one of the few key skills in this industry that if done correctly can create **HUGE SUCCESS** very quickly. Your goal is to build up the credibility of your Upline so that your prospect automatically wants to meet or speak with you. The more you can get them to respect your upline, the more they will listen. Your Upline will in turn edify you so your prospect will become more coachable.

You don't need to explain the opportunity, just send them to a 3rd Party Tool, and then follow up with them. If there is any interest that you sense, then try to get your Upline on the phone with them immediately.

Examples of how to transition a follow up call into a 3-Way Call:

- "I have someone that I would like for you to speak with. He / She is doing great things with the company and can help answer any questions you may have. Let me see if I can 3-Way him into the call hang on..."
- "That is a great question; I'm not 100% sure but let me get somebody that can answer that while we are on the phone, hang on..."

If edification is done correctly, you can change a prospects mental attitude.

An example of how to Edify your upline to your prospect before 3-Waying him / her into the call:

I would like to introduce you to Mr./Mrs. (Upline's Last Name), he is an incredible leader and is heading up the expansion of our company in this area.
Just to give you an idea of his/her background, (name) has/had a career in _____. He/She has reached one of the top positions in the company!
He/She is far better qualified to answer some of the questions you may have, but more important than the success he/she has obtained here, he/she has a really big heart and I appreciate all the help and support that this person has given me. He/she is **EXTREMELY BUSY** and **I MAY NOT BE ABLE TO GET IN TOUCH WITH HIM/HER**, but if I could, I'd like to try and get him/her on the phone, hold on...

Try to make your upline look like the Kobe Bryant or Michael Jackson of your business without going overboard. At the same time, you also have to bring your upline "down to earth" to your prospect by sharing the fact that your upline is warm and has a caring personality.

NEVER INTERRUPT the "EXPERT"

If you do, it will take all credibility away from the Expert/Upline and leave you with nothing. The importance of learning edification is critical in building your business.

Follow Up: Objections

Objections are inevitable in any business no matter how great the company or product. Many times though, people make objections because they do not completely understand the information presented to them. Others may give an objection because they have been trained since birth to never saying "yes" on the spot. Regardless of the situation, you will feel much more prepared to share this incredible business if you are armed with some responses to some of the most common objections you will hear in this business.

DON'T BE EMOTIONALLY ATTACHED TO THE RESULT

Humans are an emotional being, it's natural to doubt yourself when what you want to happen is not in alignment with what is actually happening. When this occurs, don't get discouraged. This only happens because your emotions are controlling you instead of you controlling your emotions.

AS LONG AS YOU COMMIT TO THE 10 CORE COMMITMENTS, IT'S JUST A MATTER OF TIME BEFORE YOU SEE THE FRUITS OF YOUR LABOR.

In other words, it's not a matter of "if" it will happen, rather "when" it will happen.

Common Objections

"I DON'T TRAVEL"

"Would you like to take more vacations, or do you pay taxes and want to earn an extra income? Do you know others who would say yes? If so, GT Trends can still benefit you."

I DON'T HAVE TIME"

"How much time do you think it would take to save thousands of dollars a year on taxes? Did you know that just 3 minutes a day can turn into as much as \$5,000 or more per year in tax deductions? Maybe with that extra cash in your pocket you could finally have some more free time."

"I DON'T HAVE THE MONEY"

"I understand. What I have found though is that most people spend money on things that don't help them earn an extra income. How about the TV or the \$100/month that most people spend on cable. Consider investing in something that is an asset instead of a financial liability. I will help you."

"I'VE SEEN STUFF LIKE THIS BEFORE"

"You may have seen other MLM programs before but nothing like this. You see, SrA's in GT Trends have saved and earned \$1,000's of dollars on their own personal travel and some have never even built a team. This isn't even selling like the other companies that you have seen before, this is just good math. If you save your friends money on a vacation they were planning on taking anyways, you have done them a great service. You can choose to build a team later on if you'd like but you don't have to build a team to earn in GT Trends."

"I NEED TO TALK IT OVER WITH MY SPOUSE"

"That's a great idea. Let's all get together. Two sets of eyes are better than one. He/She should be in on any decision that can potentially change your life like this can. What works better for all 3 of us to meet, later today or sometime tomorrow? Just remember that in the meantime, if you go home and try to explain what took us 30-40 minutes in 5 minutes she won't be able to understand the full potential of what GT Trends can do for you guys so just tell her I will explain it all so you two can both make an informed decision."

3-Step Process to Handle Any Objections

1. **Validate:** Always validate their objection: **"I really appreciate you sharing that with me."**
2. **Neutralize:** Jump on their side for a moment: **"This may or may not be for you."**
3. **Move Forward:** Move past the objection to the BIG picture: **"What would it mean to you and your family if this were a business that both of us working together were able to create a monthly passive income stream that could take care of all your monthly bills?"**

Step 4: Duplication

Duplication: Sponsor Others

When somebody joins your GT Trends business, you need to sponsor them by providing guidance on their journey to the top. The biggest key to your success as a Sponsor is to stick to this simple system and not introduce anything that is not found in here. The secret to success in this industry is to be able to duplicate yourself so that your team is able to function successfully without you. This gives you the time freedom to spend more time with your family, or travel. Whenever you incorporate something "new" your team is now dependant on you and you now have to start the whole duplication process all over again. Remember anybody can sit down with this manual and go over it with their new rep. Keep it simple and you will succeed beyond your wildest imaginations!

The following **Steps to Sponsor Success** will you launch your new reps off on the right foot:

Steps to Sponsor Success

Step 1: *Schedule their Grand Opening* – Schedule their Grand Opening the day they join the business. Don't forget that when they join, they are at the peak of their excitement and anxious to get their business off the ground. The Grand Opening will let others know they are in business. Schedule it within the first 10 days of their join date.

Step 2: *Schedule a 'Personal Launch Training' with this Guide* – The Personal Launch Training is best conducted face to face but can be done over the phone if a face to face meeting is not possible. Schedule this personal training session within the first 48 hours of sponsoring your new SrA. The training should take no more than 1 hour so make sure that you don't get sidetracked during your training. Make sure your new rep comes prepared with a notepad and a pen. **Make sure you bring your copy of this Training Guide as well as one for your new rep.**

Step 3: *Keep them plugged in* - GT Trends sends email blasts to all registered members that provide information on trainings, team events, and corporate events. Give your new rep the phone numbers of Associate Support as well as your upline leader so they know how to get access to support.

Step 4: *Help them invite* – During the Personal Launch Training, make sure they fill out their Top 10 prospect's list and help them invite them to either the Grand Opening or their Pre-Launch Meeting. Role play with them and help them become comfortable with the 4-Step Invite System (page 5).

Step 5: *Show them how to get Qualified* – Show them how to get qualified for the first level bonuses so they have a short term goal to shoot for. If your new rep doesn't know how to get paid, it makes the road much harder to travel when it is still very foggy.

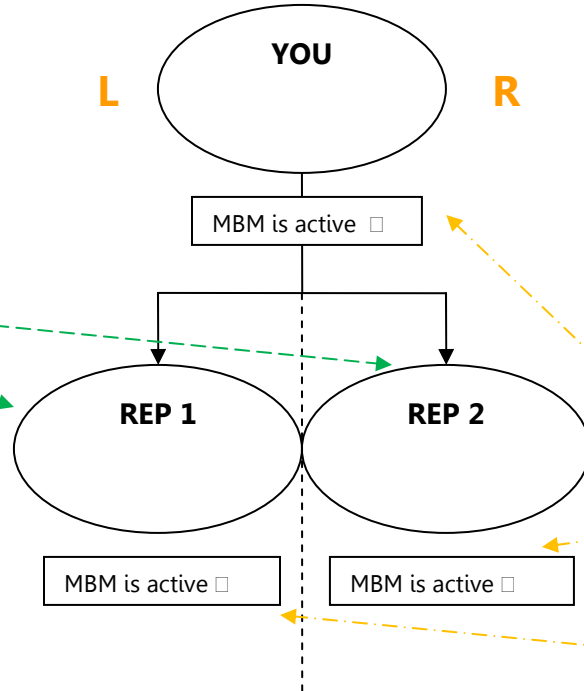
Step 6: *Help them pass their ATA Exam* – Help your new ATA pass his/her ATA Exam and show them how to send in their Credentials Picture (300 x 300 dpi) so there is no delays in receiving their ATA Credentials.

Sponsor: Checklist

- Scheduled Grand Opening Date:
- Used this Fast Start Training Manual to train your new rep (within 48 hours)
- Showed them how to Qualify and earn their investment back
- Helped them invite to the Grand Opening / Pre-Launch Party
- Helped them pass their ATA Exam and submit their Credentials Picture
- Helped plug them in on a Webinar, Conference Call, local LTP, Super Saturday Training, etc...

Duplication: Becoming Qualified

To qualify for the Level 1 Bonuses such as Sales Bonuses and Team Bonuses you only need to personally enroll just 1 new SrA on your LEFT team and 1 new SrA on your RIGHT team.



Your Monthly Business Maintenance (MBM) must be current for the month as well as that of at least 1 personally enrolled rep on each team to qualify for the Level 1 Bonuses.

Fast Start Bonuses (FSB):

For each new personally sponsored SrA that you enroll in GT Trends, you will earn one Fast Start Bonus (FSB)
Each FSB = \$100.

To earn your initial investment back, just enroll 3 new SrA's into your team and you are now the proud owner of debt and profitable business!

Qualified SrA's with:

Level 1 = 2 Personally Enrolled MBM Active SrA's (at least 1 on each leg) can earn up to:
\$2,000 per week (max) (Sales Bonuses) & **\$2,000 per month** max (Team Bonuses)

Level 2 = 6 Personally Enrolled MBM Active SrA's (at least 1 on each leg) can earn up to:
\$10,000 per week (max) (Sales Bonuses) & **\$10,000 per month** max (Team Bonuses)

Level 3 = 12 Personally Enrolled MBM Active SrA's (at least 1 on each leg) can earn up to:
\$20,000 per week (max) (Sales Bonuses) & **\$20,000 per month** max (Team Bonuses)

Travel Training: Using Your Credentials

"Always act like a professional and you will be treated as one."

ISN'T GT TRENDS & GLOBAL TRAVEL TRENDS THE SAME?

Global Travel Trends, Inc. is a full-fledged Travel Agency that is able to move their inventory of hotels, car rentals, package deals, cruises, and airfare with the help of **GT Trends, Inc.** which uses Network Marketing to move the inventory of Global Travel Trends. They are two separate companies that both work towards the same goals.

Travel Professional: Setup

- Pass your ATA Exam
- Submit your Credentials Photo (**300 dpi x 300 dpi**)
- Register as a customer on your gttrends.com Travel Store
- Register under Agent Fares (bottom of "A" Multiple Consolidator Engine)
- Download the Business Card Template in the back office and go to any company that makes business cards

Travel Professional: Identifying Yourself

Any potential savings and / or upgrades that you receive by using your ATA Photo Name Badge and Letter of Verification (**LOV**) are courtesy savings and discounts provided by the travel supplier/vendor. Savings will vary depending on the travel vendor and time of year. At no time can we ever think that we are guaranteed these incredible discounts and upgrades.

HOTEL RESERVATIONS

- 1) Before you call a hotel, you should have Global Travel Trend's ARC number and your credit card handy.
 - a) Ask to speak to the reservation department
 - b) Tell them your first and last name
 - c) Ask if they have any rooms available for the dates you are inquiring about
 - d) Ask what their prices are
- 2) Do not identify yourself as an associate travel agent until AFTER you get the regular price and they have confirmed they have availability. This way you will know just how good of a discount you have received.
- 3) After you have the regular room rates (rack rates), then you can ask them: **"I am a travel agent and have heard great things about your property. I can't wait to see it myself; do you have any courtesy rates available for travel agents?"**
- 4) Identify yourself as an associate travel agent of Global Travel Trends, Inc. Be prepared to provide Global Travel Trends Inc's ARC number found in your GT Trends Agent back office under **Business Training**.
- 5) In some instances, the vendors may ask you to fax a copy of your Name Badge or **LOV**. Some hotels may ask you to provide your ID card at the counter when you check in as well so make sure you carry it with you on your travels.
- 6) You will find that you will have a higher chance of getting a room discount if you make your reservations over the phone versus walking up to the counter at the last minute.
- 7) Always remember that anytime you avail of any discounts or upgrades given to you as an associate travel agent, always be presentable and well dressed with a good attitude.
- 8) Once you arrive at the hotel, you can then ask the front counter if they have any larger rooms available. Once they confirm that they have a larger room available, then you can once again remind them that you are an associate travel agent and ask them if they have any courtesy room upgrades available.

RENTAL CAR RESERVATIONS

- 1) Contact the rental car agency directly.
- 2) Ask if they have any cars available during the days you are traveling.
- 3) Ask what the regular price of the vehicle.
- 4) Ask if they have any courtesy discounts for associate travel agents.

DISCOUNTS ON THEME PARKS

1) Do not go to the normal ticket line but rather proceed to the guest relations window first.

REQUEST A LETTER OF VERIFICATION

If the vendor whom you are requesting a discount or upgrade requires a copy of your LOV, contact GT Trends Associate Support at (530)896-1495 or open a ticket with the Back Office Support System in your Online Community Center. Make sure you have the following information about the vendor that is requesting the LOV BEFORE you call Associate Support:

- Vendor Name
- Vendor Phone #
- Vendor Fax #
- Vendor Contact Name
- Reservations / Booking number(s)
- Date of travel

Tools: Main Contact List

When you first sit down with this guide, you initially only list your Top 10 Prospects that come to mind while you are sitting with your sponsor. This is a contact sport. In order to have a successful Grand Opening it's important that you start building up your Main Contact List whenever you can. You will find (hopefully not the hard way) that the size of a rep's Main Contact List is in direct correlation to their paycheck. This is a working document so it is never final, we are always adding new prospects on here as they come across our minds or we cross paths. Use the Memory Jogger below to help remind you of contacts you may have forgotten about initially. You may contact everybody on this list and you may not, but the important thing is to get it out of your head and cell phone and onto this paper.

Money Motivated	Loves to Travel	Friends	Family
Neighbors	Co-Workers	Class Mates	Gave a business card to
Needs extra money	High energy people	Unemployed	Works Part Time
Laid off	Hates their job	Needs more time	House Wives
In another MLM company	Successful	Likes helping people	Retired
Has lots of time	Dentist	Looks up to you	Doctor
Works with kids	Self-Motivated	Cuts your hair	Your boss
Reads Self – Help books	Who you look up to	Works in a restaurant	Teacher
On your wedding list	Works in a bank	Who is in sales	Who wants a vacation
Disabled	Needs a new car	Attends church/temple	Wants a raise
Likes team sports	Who will help you	Works on computers	Watches TV a lot
Like to buy things	Met on a plane	Always on the Internet	Calls you at home
You have helped before	Delivers your mail	Who builds websites	Works at grocery store
Who needs a website	Just got a new computer	Owns a small business	Likes to talk on the phone
Likes to garden	Who is in college	Just bought a new phone	You met at a party
Who has a boat	Who has an RV	Just bought a new car	Hates his/her job
Unhappy with income	Works at a drive through	Dry Cleaners	From another country
Lives on the East Coast	Lives in the Mid-West	Lives on the West Coast	Play sports with

The 5 M's...

"MORE MEETINGS MEANS MORE MONEY."

This is your list that you will launch your Grand Opening with. Always remember, that your main contact list is always growing and once you fill these two pages up, make sure you keep adding to this list to keep your pipeline full.

