

**DESTIFY** - We are a travel agency specializing in travel for destination weddings. Our team will work with you to find the dream venue to host your wedding and take care of managing travel for you and your guests.

**General Destify Policies:**

- Each guest is responsible for creating their reservation and paying a **nonrefundable deposit** ( \$150/per person) for hotel only reservations. If a guest books a package with airfare, **the non-refundable deposit includes** the full price of the flight, plus the full price of the hotel. **Deposits are non refundable** unless insurance is purchased. With insurance, guests will receive a refund less the cost of the insurance. In the event that a wedding is moved, the deposit remains non-refundable unless insurance is purchased on the reservation.
- Guests are financially responsible to complete payment on their individual reservations, **not the group leader**
- Payments are made for any amount at any time (reservations must be paid in full 65 days prior to trip)
- Guests can book any amount of nights above a 3-night minimum, in any room category (based on availability). Hotel brands can change their minimum night requirement based on certain time travel times (i.e. holidays) at their discretion.
- Rates are subject to change until deposits are received, Destify will always try to find the lowest price available at the time of booking for guests.
- Modified reservations will be subject to current supplier pricing at the time of the modification. Destify will communicate any rate changes to the guest prior to confirming the modification.
- Per the resort, 80% of guests attending the wedding must stay on property for the minimum nights required.
- Round trip airport transfers are not included in Destify rates. Guests do have the option to book transfers through Destify which are booked through a third party, which is not in direct affiliation with Destify. If there are any issues during travel, Destify is here to assist in solving those issues.
- Comps (otherwise known as complimentary rooms) are offered to group leaders with the more rooms that book through Destify
  - In order to qualify for comps a minimum of 10 rooms must be booked under the group
  - Comps are refunded 6-8 weeks after travel, upon resort confirmation of the number of rooms traveled and can only be refunded to card(s) used to make payment to Destify, we are unable to refund via check. Destify will contact the couple via email upon their return confirming the amount earned and card number for the comp refund.
  - Only adults booked through Destify will be calculated towards comps.
  - All rooms must be paid in full by the final payment deadline (65 days prior to departure), and guests must travel and use all nights they have booked on their reservation in order to be calculated towards comps.
  - The comp value is based on the lowest room category booked, for the least amount of nights, and the lowest nightly price; less taxes, and transfer fees.

**Benefits of Working with Destify / Sales Selling Points:**

- Services are Complimentary
  - Our services are always 100% free. We get paid a small commission from the hotels directly even when offering the lowest price. We can even offer promotions, packages, and exclusive deals to help our customers/couples save money.
  - Weddings are planned with the resorts, while Destify is the free service to help guests attending a wedding with their room reservations.
  - This is different from other travel agencies in the market, we truly want to help our couples and guests have an unforgettable vacation and experience.
- Expert Knowledge
  - “We have done this thousands of times”
  - There are a lot of resorts that are great for a family vacation, but might not be the best to host a wedding. Our team of sales experts will guide you through the selection process of finding the perfect resort based on our previous years of experience.

- We help couples understand the resort's features, wedding packages, and the process in which hosting a destination wedding happens.
- Our Technology/Tools for Couples
  - Group Leader Dashboard (available to couples)
    - Wedding planning tool to assist couples - features include: tracking RSVPs for wedding attendance, guest list tracking of booked guests, ability to build and edit the wedding website, making payments towards individual room reservation, modify individual reservation (upgrade, downgrade, add nights, remove nights, cancel), and contact Destify customer support
  - Destify Dashboard (available to all guests)
    - Room management tools to assist guests - features include: making payments towards individual room reservation, modify individual reservation (upgrade, downgrade, add nights, remove nights, cancel), and contact Destify customer support
  - Wedding Website
    - Shareable link to be used on invites and emails where people can start their reservation process with Destify.
    - Customizable to the couples liking, features include: wedding party, wedding itinerary, wedding registries, selectable fonts, selectable colors, selectable background images.
- FIT/Flexible Booking
  - Opposite of a contracted room block. Contracted Room Block definition: Large deposit (\$300/room) required by a couple to hold a block of rooms. Selection of room category and number of nights is required for the whole group and couples are then held liable to fill blocked rooms. Some downsides to consider: no pricematching abilities (if someone finds a lower price they are not able to pricematch to make the contracted room block price lower), potential risk of losing money if not all rooms are filled by the group, no flexible payment plan = strict schedule on payments. The only time contracts make sense for a wedding is when the group is over 100 people to guarantee the resort has enough space. Contracted room blocks are not offered in the sales process. One benefit: room rates are locked in for the whole group.
  - Destify offers Flexible booking for all our weddings. Benefits include: pricematching abilities at the time of booking (if a guest or couple finds a lower rate online on another website, we are able to pricematch it within 24 hours of deposit being placed), couple is only responsible for their own room reservation and no liability for their guest rooms, flexible payment plans are available for everyone, guests have flexibility to choose their own vacations to match their own budgets and wants. Downside to flexible booking: room rates are not locked in for every guest, pricing is live at the of the reservation being booked.
- Pricematching with Destify
  - At Destify, we pride ourselves on being able to offer our clients the lowest rates available. That's why, if you've found a lower room rate than that which we've offered you, we are happy to price-match.
  - Price matches are not guaranteed, but please understand that every effort will be made to honor your request to get you the best possible rate. We reserve the right to deny the request if it does not meet our Price Matching terms and conditions. Once a price match has been confirmed and validated, any additional changes or modifications will be subject to the current rates. Any requests sent after hours or on weekends may take up to 48 business hours to process.
  - Please note, we can only match room rates and transfer costs. We cannot match insurance or special promotional add ons such as offers for resort credits, honeymoon packages, etc.
  - You can price match within 24hrs after submitting your booking/deposit with Destify, as long as it is more than 20 days prior to your travel date.
  - If price matching after 24 hours, the initial deposit of \$150 per person will be lost and added as a fee to your new reservation.

- \*\*Any price match submitted after final payment date will not be permitted.
- Only one price match per reservation will be approved.
- Make sure the following criteria are met when you are considering price-matching your rate:
  - It is within 24 hours of making your original booking with Destify, and more than 20 days prior to your travel date.
  - The lower rate you've found includes the exact same elements (room category, number of travelers, resort, dates, airfare, etc.) as that which you booked.
  - Your reservation was not made as a part of a contracted group or room block.
  - The lower rate you've found is not exclusively for members of a specific organization, group, or loyalty/rewards program (examples: Expedia Rewards, Priceline VIP, timeshares, resort brand membership programs, AAA, Military discounts, senior discounts, etc). We also cannot match any "Deal of the Day" or similar rates offered by some websites.
  - The lower rate you found is not a non-refundable or semi-flexible rate (must be refundable or "flexible")
  - The lower rate you found is taken from a desktop site – not on a mobile device.
  - The lower rate you've found is from one of the following US based companies or websites:
    - The resort direct website
    - Expedia.com
    - Orbitz.com
    - Priceline.com
    - Hotels.com
    - Cheapcaribbean.com
    - Travelocity.com
- Team to support throughout the process
  - 24/7 customer support for all Destify guests
  - Guest services are always available to answer guest questions, provide guidance to our guests on destinations and the hotels, solve any issues that may arise during the reservation process, and help with any other travel related questions our guests may have.
  - Couples get a dedicated team to lead them to their wedding day and make sure they are getting timely responses from their wedding team and ensure they receive the best customer service. This team is called client success and each couple gets: group leader specialist, group leader liaison, and wedding website specialist.

**Sales Tools & Resources (Internal not to be shared with clients): (HOW TO HAVE GPT LEARN THESE SHEETS)**

- New Top Brand Sheet
  - Why? This is where we keep all the hotels to recommend based on our experience and all relevant information. This includes: general information about individual resorts, distance from airport, room pricing averages, wedding packages offered, wedding locations, hotel videos, comps to be offered to Destify couples, any pertaining information that is important to note.
  - 9 Top Brands to know information on and their hotel brand names underneath:
    - AIC
      - Hard Rock all inclusive hotels
      - Unico 2087
    - Blue Diamond
      - Royalton
      - Planet Hollywood
    - Hyatt Inclusive Collection
      - Dreams
      - Secrets
      - Sunscape

- Breathless
- Zoetry
- Iberostar Hotels
- Majestic Hotels
  - Majestic Mirage
  - Majestic Elegance
  - Majestic Colonial
- Palladium Hotel Group
  - Grand Palladium hotels
  - TRS
- Playa Resorts
  - Hyatt Ziva
  - Hyatt Zilara
  - Wyndham Alltra
  - Hilton (participating hotels)
  - Jewel
- Riu
- Sandos Hotels
- Marival
- Destify.com
  - All hotels are listed on our website, this does not mean we recommend them all.
  - Filters are used by sales specialists to help recommend top brands.
  - Some resorts listed on our website we are unable to sell

## **SALES PROCESS:**

### **1. STATUS OF THE LEAD: “Contacted Not Reached”**

- a. Objective: Get in touch with the lead (preferable via phone call) to qualify if Destify is able to deliver on what the lead is looking for their wedding.
  - i. Ways of communication: phone call, texting, emailing
  - ii. Basic qualifications of a lead:
    1. Looking to get married in the next 6-24 months
    2. Looking for a destination wedding in one of the destinations Destify sells.
    3. Planning to have 10 or more guests, in need of travel assistance to stay at the resort.

Sample Messaging in this Phase:

Text:

“Hi Kelly! My name is Lauren and I work for Destify. I received your destination wedding date request and I would love to chat with you about your wedding - when is a good time? You can also schedule some time with me through the link here - [calendly.com/L\\_watson/15min](https://calendly.com/L_watson/15min) :)”

Email:

“Hi XX!

Thank you for reaching out to Destify! My name is Lauren and I am a sales specialist here at Destify. I received your request for a destination wedding in XX, congratulations!

Would love to connect via phone to talk about your wedding vision. When is a good time? You can schedule a call with me through the link here as well - [https://calendly.com/L\\_watson/15min](https://calendly.com/L_watson/15min)”

### **2. STATUS OF THE LEAD: “Sent Quotes”**

- a. Objective: Send hotel recommendations to qualified leads to hopefully match what lead is looking for.
  - i. Things to Consider when sending recommendations:
    1. Venue

2. Price point
  3. Distance from Airport
  4. Activity Level
  5. Wedding Budget
  6. Destination
  7. Seasonality
- ii. Any feedback is important to service the lead on finding the perfect resort to host their wedding
  - iii. Wedding packages and additional information can be sent during this status when the client responds.
  - iv. Ways of communication: phone call, texting, emailing

Initial Call Transcribed:

“Sales Agent: Hello. Hi, good morning. This is Lauren from Destify. How are you?

Client: Good.

Sales Agent: Good! Well, nice to meet you. First and foremost, I want to say congratulations.

Client: Thank you.

Sales Agent: When did you get engaged?

Client: Last week.

Sales Agent: Last week, holy moly, awesome. And how did it happen?

Client: We were thinking about getting engaged, but my daughter essentially asked and she said, hey, when are you gonna propose to my mom?

Sales Agent: Yeah, I love that, that's awesome.

Client: and then it just happened!

Sales Agent: And did he just like to do it that day then?

Client: Yeah, pretty much.

Sales Agent: That's awesome. Well, congratulations. And we are thinking about a destination wedding?

Client: Yes

Sales Agent: I know it's super fresh and, you know, fresh in your mind, but how has it been going thus far with wedding planning?

Client: Actually, this is the first thing that we did. We kind of like brainstormed on some location. And I kind of tried to look online, but I felt like it was going to take too much time. So then I started looking for somebody who could help me plan this. So...

Sales Agent: Absolutely. What kind of locations were you looking at?

Client: So we wanted it to be like a beach wedding. But so my nephews, so pretty much most everybody that's coming have kids. So we want it to be like family friendly, you know, they could do other activities and stuff like that. So that's the most important thing actually. So we got a beach and we got the family friendly, very important.

Sales Agent: Have you thought about which destination?

Client: Yeah, the only thing, so I'm debating between, mostly, so each family has kids, so I wanted it to be, I was thinking either January, but we don't have, like, a whole week off for the kids, so then it would have to be, like, spring break, which is in April. But then I guess it would have to be a destination where it's not too crowded, because everybody's going to be off.

Sales Agent: Yeah, I was just saying spring break would be...

Client: we're having some conflicting time areas because we want it over time where people have off work but then we don't want it to be too crowded. I know, that's why I was like, this is too complicated.

Sales Agent: Yeah. What about summertime?

Client: Yeah, summertime, I guess that's an option, yeah.

Sales Agent: Because go through the seasons with you a little bit. So January through April are considered high season, which means it's going to be the higher room rates. Yeah, because it's the worst weather in the United States during that time, but the best down there, and you've got spring break. Just in general, that's when the pricing is going to be the highest, is between that January through April. Then May through early of August is

considered shoulder season. Slightly warmer, people have off for summer, but pricing is gonna be a little bit lower than that January through April timeframe.

Client: Okay, that's different.

Sales Agent: Yeah, and then really like September and October are hurricane season, so we're kind of in that right now. You can always risk it for the biscuit, but it just might be a little bit more rainy during that time. And then November, December is also considered shoulder season, except for the last two weeks of December. Those are gonna be the highest rates out of the whole year because everyone has off for work and for school.

Client: Yeah, okay. So May to August is probably the best time, right? Mm-hmm. Okay, maybe closer to... You want me to look at May maybe to start?

Sales Agent: Yeah, you can look at May.

Client: OK. But school usually is done in June.

Sales Agent: OK, you want me to do June then?

Client: Yeah, let's look at June.

Sales Agent: OK, June. And it's 2024 or 2025?

Client: 2024, 2024.

Sales Agent: OK, great. And then what kind of destinations were we looking at?

Client: So we don't want to travel too far. So we live in the East Coast. I'm in Maryland. Okay. So, you know, I guess the Caribbean is okay, Mexico, but we don't wanna be like on the plane forever, you know, like not too far of a destination.

Sales Agent: Yeah, no, for sure. So our top destinations are Mexico, Jamaica, and Dominican Republic. The reason being is that they have the largest airports and they have the most amount of options to choose from. The smaller the island you go, maybe the less nonstop flights you find and maybe not as many options. It's kind of like a supply-demand game. So from Maryland, I would say, and I guess that's another question for you, like what is most important to you? Like what is your wedding vision when you imagine going down the aisle or when you imagine arriving to the property?

Client: I want it to be a memorable experience for all of us, my parents, the kids, and my brother, and his kids. So it's kind of like a vacation and a wedding at the same time. And I want it to be nice so they can have spa, relax, and we can also get together, have nice meals.

Sales Agent: So let me ask you this are you a hang out by the pool and beach and kind of enjoy the amenities kind of person or are you like I want to go out and explore and do a ton of excursions?

Client: No, not a ton of excursions.

Sales Agent: Yeah. I'm thinking we start in Mexico and Dominican Republic. And if we're striking out or if things aren't really looking like what you're looking for, then maybe we can explore Jamaica as well. How does that sound?

Client: Yeah, that's fine.

Sales Agent: Okay, great. Awesome. So what other things, what other questions do I have for you? How many people are we thinking about having come?

Client: So far I have 15, but we can say 20 just to be on the safe side.

Sales Agent: Okay. In those 20 is that including the kids?

Client: Yeah, including the kids.

Sales Agent: 20 people total, perfect. And so let me talk to you about the process and what Destify does. So kind of the first step of planning a wedding is the hardest part, and it's finding where and which resorts, so that is my job here is to help you with that. So today what I'm gonna be doing is I'm going to be sending over some properties that I recommend and I'm going to provide hotel pricing first and foremost. Reason being is that I want to make sure that you and your guests are comfortable with the price to stay on property because whenever hosting a wedding, they do require at least 80% of your guests to be staying on site, with a reservation for a three-night minimum. So it makes sense. We're going to start there. I'm going to send you pricing and on that too, you're going to see venues, you're going to see some packages, there's like some hyperlinks so you can start to explore these options and let me know your thoughts. If you love them, fantastic. If you hate them, you're not going to hurt my feelings. So the only thing I request of you is to let me know why you don't like something and that will help me with my research. And then so we're going to work together to try and narrow down our

options to like one or two places. To be honest with you, we are looking within, you know, June is like within nine months. So we are, I don't want to say a time crunch. You still have time, but I would rather kind of get to the narrowing down phase sooner rather than later. Because the sooner that you book something, the more time that your guests have. So we're going to work together over the next week or so to hopefully find one or two places that you're seriously considering for your wedding. Once that happens, I'm going to help you get date availability. So date availability, I'm going to request two to three dates and they're going to come back to me within 24 to 48 hours. At that point, if I have a date on hold, it's not on hold forever. So it does kind of go quick to the booking steps from there. Any questions thus far on the process?

Client: No, not really. I think you've explained it really well.

Sales Agent: Oh, good. Well, thank you. I've been doing this a little bit of time over the years. So once I get that date availability back, what does the booking of a wedding look like? So there are two deposits. One of them is going to be for your room reservation, just you and your fiancé. And your fiancé's name is Ngozi?

Client: Ngozi, yeah.

Sales Agent: Got it. So just for the two of you, you put down a deposit with Destify for 300 bucks. That gets applied towards your room reservation. So your room reservation cost is gonna depend on how long you wanna stay or whatever room category you want, but the deposit always stays the same of 150 per person, so 300 for the two of you. At the same time we do that, we also book your wedding. So wedding deposits vary by which property or which package but it can start at like 100 and it can go up to like \$1,000. So minimum, it could be 400 bucks, maximum it could be 1,300 to reserve both your room and your wedding. And the deposits always get applied towards the wedding too. So at that point, once we book it, we gotta confirm some details with the resort. Maybe there's a contract that needs to be signed or something, but once we get that really fully confirmed, then you're gonna build a website for you. We build the website where then your guests can go on and they can start to book their own room reservations with their own deposits. That's really the next step once you book a wedding is you want to get people to be making their room reservation and planning their travel and then you can start working on like the actual planning of the wedding with a wedding coordinator on site. So there's people that do this daily and they're going to be your main point of contact in terms of, you know, decisions regarding your wedding. What photographer do you want? Or what extras do you want? Or what decor? So you are going to work with someone directly for that kind of, for those kinds of planning regarding your wedding, while Destify can help take care of the travel. And all of your guest questions, you know, your aunts and uncles that are maybe your friends that have never been outside of the country, we're going to help answer their questions for them.

Client: Okay, that's great.

Sales Agent: And then all of our services are completely complimentary. So we do not charge anything for them because we already get paid on the back end. Does that all make sense?

Client: Yeah, yep.

Sales Agent: Awesome. And then really the biggest difference of what our agency is different than some other ones, and it's good for your group size too, is that we do something called flexible booking, which means that we're not making you put down thousands of dollars saying, hey, I'm going to have 20 people come. And then let's say not all 20 show up. You would be held liable with a contracted room block. We don't do that for you. Everyone's just individually responsible for their own reservation and their own payments. How does that sound?

Client: That sounds good.

Sales Agent: Awesome. All right. So I think I have all I need to get started of starting this research phase of finding the resort. The only other question I had for you was regarding budgets. Have you two thought about or talked about what kind of budget you'd like to spend on the wedding or spend on room reservations, anything that could help me?

Client: So we don't want it to be like, you know, super, super expensive, but we want it to be nice. Like, so we haven't really talked about numbers. So we don't want it to be extravagant, but not cheap either. I don't know if that helps. Like not cheap in the sense like we're not trying to be like frugal and like, you know, save every penny from the situation, but we want it to be, you know, kind of like curious but not over the top like. We can do this, but like, I don't. Does that make sense?



Sales Agent: Yeah, and maybe you could give this to Ngoziya in terms of like a budget. So for 20 people, I think a good healthy budget would be around... like all in, trying to be maybe like, hold on, I'm doing really quick numbers, like 6000 to 8,000.

Client: Okay, so that includes the wedding and the room reservation?

Sales Agent: Wedding, well it depends on how, you know, which room that you get, how long you wanna stay. So maybe throw out to him six to 10 and see what he says

Client: Okay.

Sales Agent: Because we can always, and I'll, whenever we find those one or two options that you're considering, I'll help you go through the packages and kind of run the numbers so you know what to expect.

Client: Okay, that sounds good.

Sales Agent: All right, perfect. Well, I'm going to get this kind of rolling here over the next 30 minutes or so. I'm going to text you afterwards to make sure you got them. I'm going to send it via email. But I'm really excited and I really appreciate you talking to me and I'll get them over as soon as I can. If you have any questions for me, please don't hesitate to reach out via call, text, email. If I ever don't answer a call, it's probably because I'm on the other line. But I'll try and get back to you as soon as I can, okay?

Client: Okay, thank you so much. I appreciate it.

Sales Agent: Thank you. Look forward to working with you. Okay, bye.”

#### **ADD IN COMMON QUESTIONS IN THIS PHASE AND AGENT RESPONSES:**

### **3. STATUS OF THE LEAD: “Pending Wedding Date”**

- a. Objective: Collecting wedding date availability from hotel wedding teams, client makes a decision on which date they want to get married on.
  - i. Things to Consider:
    1. We have online calendars for AIC, Riu, Palladium Hotel Group, and Marival to check real time availability
    2. Date availability is subject to change if not reserved in 48 business hours

Sample Messaging during this phase:

Text: “Hi Austin!! Exciting news!! I heard back from Royalton and Grand Palladium Royalton Availability: October 11, 2024 – 2pm and earlier all ceremony locations available except for Diamond Club Beach Gazebo (available at 1pm and earlier) . All reception locations available. October 14, 2024 – 2pm and earlier all ceremony locations available except for Diamond Club Beach Gazebo (available at 1pm and earlier) . All reception locations available. October 26, 2024 – 5pm and earlier all ceremony locations available. All reception locations available. October 27, 2024 – 5pm and earlier all ceremony locations available. All reception locations available.”

### **4. STATUS OF THE LEAD: “Waiting for Deposits”**

- a. Objective: Have the couple book their room and place their wedding deposit through CRM specific links.
  - i. Things to Consider:
    1. Couple must select their dates of stay and room category in order to book a room
    2. Couples must know the wedding package and venues they want in order to book their wedding date.

Sample Booking Steps Email:

“Hi Maddie,

Congratulations on your selection of Majestic Elegance Costa Mujeres! We are happy to confirm your date of 2025-02-14 is available to be booked at this time. This date is being held for you for 24 hours, if no room or form



is submitted please keep in mind date availability & rates are subject to change.

img

In order to confirm step two of Your Path to I Do, please complete the following:

Step 1) Secure Your Room Reservation [HERE](#)

Amount to charge: \$150 per person initial deposit

Step 2) Secure Wedding Date & Place Wedding Deposit

Preferred Wedding Date: 2025-02-14

Preferred Wedding Time: 3PM

Deposit Amount: \$0!

After you complete step 1, please let me know which location you would like for your ceremony & reception. I will then confirm the date with the resort's wedding team and introduce you!

Step 3) Wedding Website

Once your room is booked you will be allowed to build your wedding website through your wedding dashboard.

Please do not share your website until you have a formal confirmation letter in hand.

I have also attached our Flexible Wedding Agreement for you to review, please reach out if you have any questions. I would be happy to set up a call, I know this is a lot of information and it may be easier to walk you through this on the phone together.”

**TRANSCRIBE CLOSING CALL TO ADD**