

INMENSE CLUB

TRAINING MANUAL

MANUAL DE  
ENTRENAMIENTO

# HOMBRES

- Cabello corto
- No barba de candado
- Camisa de manga larga (no colores chillantes)
- Cinturón
- Calcetines del color del pantalón o zapatos
- Sólo anillo de casado y reloj
- No celular
- No aretes.

# DAMAS

- Cabello recogido o con la cara descubierta (media cola, cola, chongo) no diadema
- Maquillaje ejecutivo (no mucho, ni tampoco nada)
- No mas de tres accesorios discretos (aretes chicos)
- No escotes y sin manga
- Manga larga (si sales a la intemperie puede ser de  $\frac{3}{4}$ )
- Largo de falda: 5 cm. arriba de la rodilla
- Medias delgadas naturales (no es necesario si sales a la intemperie)
- Zapatos cerrado con tacón mediano
- Uñas no muy largas con manicure y color neutral (no rojo, naranja, fiusha, negro, etc.)
- No llevar bolsa durante el tour (En el caso de VPs)

# **REGLAS DEL JUEGO**

- El horario de trabajo es de 7.45am a 2 pm y de 2pm a 8pm
- No esta permitido el uso de celulares (VPs)
- Solo se puede fumar en la área asignada (por las bicis)
- No se permite cambiar el regalo de la pareja.
- No platicar en los pasillos del hotel.
- No llamar a mi Gerente frente a los clientes por apodos o primeros nombres.
- Mantener el código de vestir hasta que hayas salido del hotel.
- El día de pago es miércoles después de la una de la tarde
- No se puede comer ni masticar chicle en las áreas del hotel.
- La semana empieza de domingo a sábado y se te pagará una semana después, el miércoles te depositan en tu cuenta.
- **PAGAREMOS UN MES EN EFECTIVO EN LO QUE SACAS TU CUENTA**

**INMENSE  
CLUB**

# **Historia INMENSE**

- **INMENSE HOTELS: DESTINATIONS**
- Casa de Guadalupe 2006 San Cristóbal
- Hotel Boutique LM 2010 Riviera Maya
- Las Escaleras 2012 San Cristóbal
- Hacienda Las Nubes 2013 San M Allende
- XOXULA 2015 Cholula
- Eleven Palms 2016 Rep Dom
- RD68 2016 Punta Cana
  
- La Embajada 2017 SLP
- SANTOSI 2017 San Luis Potosí
- DF68 Nueva Apertura 2018 DF

# DIFERENTES BRAZALETES

- AZUL claro: Nuevo socio Socio Presidencial y Owner
- AZUL fuerte: Socio Presidencial y Owner Socios regulares
- CAFÉ: Socios regulares

# Inmense Product/ Tipos de Suites

- ESSENTIAL SUITE
- JUNIOR SUITE
- MASTER SUITE
- PRESIDENTIAL SUITE
- OWNERS SUITE

**THE CUSTOMER  
LOS CLIENTES**

Vinnes

# THE FOUR CUSTOMERS

- **ANALYTIC:** alone, reserved, without expression, analytic, curious, selfish, doesn't speak, skeptical.
- **DRIVER:** Likes to control, strong hand shake, proud of himself, wants to go faster.
- **AMIABLE:** Shy, gentle, always answers YES.
- **EXPRESSIVE:** Likes to have fun, talks a lot, honest, curious, he wants to know before.

- **ANALITICO:** solitario, reservado, sin expresion, analitico, curioso, egoista, no habla, esceptico.
- **CONTROLADOR:** Le gusta el control, te aprieta la mano, orgulloso de si mismo, quiere ir rapido.
- **AMIGABLE:** penoso, gentil, dice SI.
- **EXPRESIVO:** Le gusta divertirse y habla mucho, se expresa con las manos, honesto, curioso, quiere saberlo antes

# HOW TO SELL THEM?

- ANALYTIC: You need to be precise, he likes what is written, needs visual support and be secure in his choice.
- DRIVER: Logic, Saving, likes to make his own deal, give him options.
- AMIABLE: Needs support, you need to test if he understands, show him the pictures of the members, other members in the room, he needs a lot of support.
- EXPRESSIVE: He needs to feel that you like him and he likes you, have fun with him, he shows off.

- ANALITICO, presiso, lo quiere por escrito, necesita apoyo visual y estar seguro de su decision.
- CONTROLADOR: Logico, Ahorrador, le gusta hacer su propio trato, necesita opciones
- AMIGABLE: Necesita mucho apoyo, debes verificar que ha entendido, muestrale fotos de socios.
- EXPRESIVO: Necesita saber que le agradas, tienes que divertirte con el, le gusta presumir.

# 5 REASONS WHY PEOPLE DON'T BUY

**V**Times

NO USE

NO NEED

NO TRUST

NO URGENCY

NO VALUE

# Las 5 razones porque la gente NO COMPRA

- NO HAY USO
- NO HAY NECESIDAD
- NO HAY CREDIBILIDAD
- NO HAY VALOR
- NO HAY URGENCIA

- USE: As you are explaining your concept, your customers must realize that the use of a program like this will be so much better due to the fact that their vacations would be in better quality accommodations and a lot of other extra benefits.

# USO

- Mientras explicas el concepto, tu cliente debe darse cuenta que el uso de un programa como el nuestro le ayudaria a gozar de mejores vacaciones.
- Ya que tendran una mejor calidad en sus hoteles y mucho mas beneficios

- NEED: As you are in the conversation should be told that they have to take vacations not only to relax but to improve the quality of life of their families, to relieve stress and get energy
- Vacation are a luxury or necessity?

# NECESIDAD

- Mientras platicas con tus clientes debes hablar de la importancia de tomar vacaciones, ya que no solo sirven para relajarse, sino para mejorar la calidad de vida con sus familias y quita el estress y aumenta la energia, ademas de que te da nuevas ideas para tu trabajo.
- **Vacaciones son un lujo o una necesidad para usted?**

- **TRUST:** Your customer should trust you so they will trust your manager, the company and the program. You should also mention throughout your presentation things about your company and Cancun.
- Remember: if my words don't go with my actions, the client will go for my actions.

# CREDIBILIDAD

- Tu cliente debe confiar en ti, para que pueda confiar en tu gerente, despues en la empresa y el programa. Debes mencionar durante tu presentacion cosas acerca de la empresa (historia) y nuestra locacion en Riviera Maya.
- Recuerda: Si tus palabras no concuerda con tus acciones, el cliente se ira por tus acciones y no por tus palabras.

- **VALUE:** Computer designed, great geographic location, easy access from everywhere in the world, culture (ruins), second reef in the world (scuba), safety and clean. Then create value for the product. Fishing tournament
- \$5,000,000 USD prize (CABO)

# VALOR

- Generar el valor del destino en el que trabajemos
- CHIAPAS
- SAN LUIS POTOSI
- DOMINICANA
- RIVIERA MAYA
- SAN MIGUEL DE ALLENDE
- DF

- **URGENCY:** Throughout your presentation you need to mention the high demand that Cancun and Cabo have, the building moratorium and the inflation of hotel prices. Also tell them about the **SPECIAL PROMOTION** and today being the last day of it.

# URGENCIA

- Durante tu presentacion debes mencionar la gran demanda que ahora tenemos en Chiapas y cuanto han subido los precios, ya que hace solo 7 años podias hospedarte por 300 pesos la noche en algo descente y hoy ya no. Debes mencionar que tenemos una **PROMOCION ESPECIAL** y hoy termina.
- APERTURA y SOCIOS FUNDADORES<sup>25</sup>

# STEPS OF THE LINE

■ GREETING	1 MIN
■ WARM UP	5 MIN
■ SET UP	5 MIN
■ SURVEY	5 MIN(breakfast)
■ CONCEPT	10 MIN
■ TOUR	20 MIN(wall tour)
■ TURN OVER	5 MIN(RCI)
■ TOTAL TIME	60 MIN

# PASOS DE LA LINEA

- BIENVENIDA 1 MIN
- EMPATIA 5 MIN
- AGENDA 5 MIN
- ENCUESTA 5 MIN(desayuno)
- CONCEPTO 9 MIN
- TOUR 5 MIN
- T.O 5 MIN(Top Cities)
- Total del Tiempo 40 min

# NOTE

- The total time for your tour should be 60 minutes. You should take a maximum of 15 minutes to eat. If your people talk a lot or if you have a big family or older couples, then you have to be aware not to take much more than the 15 minutes. The more time you take above the 15 minutes, the less time your manager has at closing your sale !!
- YOUR PRESENTATION MUST BE LONG ENOUGH TO CONVINCE, BUT SHORT ENOUGH TO HOLD INTEREST.

# NOTA

- EL TOTAL de tu presentacion debe ser de 40 minutos. Maximo 20 min comiendo. Si tus clientes hablan mucho o tienes una familia grande o son viejitos debes estar muy pendiente del tiempo. Entre mas tiempo te tomes, menos tiempo para que tu gerente les venda!
- Tu presentacion debe ser suficientemente larga para convencer, pero corta para no perder el interes.

# GREETING & WARM UP

- **GREETING:**
- *Always have a big honest smile, look people right in the eye, never prejudge your people and always give a firm handshake. If you are a man, shake the mans hand first and then hers. If you are a woman, vice versa.*
- *Take control of your people right away*
- **NOTE:**
- *Since the objective of this step is that the clients get a good first impression of you; your appearance, behavior, and dress code is extremely important.*
- ***THERE IS NEVER A SECOND CHANCE FOR FIRST IMPRESSION.***
- **WARM UP:**
- *Start walking to the restaurant.*
- *If you are a gentlemen, walk next to him. If you are a lady, walk next to her. The same thing when sitting at the restaurant. Never sit in between the two. You want to be able to have eye contact with both of them at the same time. If you sit in between them you won't be able to do that.*
- *Start with small talk. Always use their first names.*

# BIENVENIDA Y EMPATIA

- **Bienvenida:** Siempre ten una gran sonrisa honesta
- *Mira a la gente a los ojos, nunca prejuzgues a la gente y siempre saluda con mano firme. Si eres hombre primero saludas al hombre y despues a la mujer. Si eres mujer viceversa.*
- *Toma el control de tus cletes inmediatamente.*
- **NOTA:**
- *El objetivo de este paso es que el cliente tenga una excelente primera impresion de ti; por lo tanto tu apariencia, comportamiento y codigo de vestir son extremadamente importantes.*
- **NO HAY SEGUNDAS OPORTUNIDADES PARA UNA PRIMERA IMPRESION.**
- **EMPATIA:** Empieza a caminar hacia el restaurante
- *Si eres hombre debes caminar al lado del hombre, si eres mujer VS, Lo mismo pasa cuando te sientas en el restaurante, Nunca te sientes en medio de los 2. Ya que debes tener contacto visual con los 2 al mismo tiempo. Si te sientas en medio no podras hacerlo*
- *Empieza con una pequena platica y si son mexicanos hablales de USTED y usa su primer nombre.*

# SET UP

JOHN & MARY, YOU ARE PROBABLY WONDERING WHAT THIS IS ALL ABOUT, AREN'T YOU?

FIRST OF ALL, WE ARE GOING TO HAVE A NICE BREAKFAST. THEN I AM GOING TO ASK YOU TO HELP ME FILL OUT A SURVEY SHEET AS YOUR OPINION AND THE WAY YOU LIKE TO TRAVEL IS VERY IMPORTANT FOR US.

AS A RESULT OF DOING THIS SURVEY FOR THE PAST 20 YEARS, WE HAVE BECOME ONE OF THE BEST VACATION ALL INCLUSIVE COMPANIES IN ALL OF MEXICO. AFTERWARDS, I 'LL SHOW YOU AROUND OUR RESORT AND ALL OF THE NICE THINGS WE HAVE TO OFFER TO OUR MEMBERS. AT THE END, WE ARE GOING TO OUR HOSPITALITY ROOM, WHERE WE WILL SHOW YOU HOW EASY IT IS FOR YOU TO BECOME A MEMBER OF OUR CLUB. THIS IS GOING TO TAKE 90 MINUTES OF YOUR TIME AND I WILL MAKE SURE THAT YOU GET THE GIFT YOU WERE PROMISED.

J & M, I'M GOING TO ASK YOU TO RELAX, HAVE AN OPEN MIND AND ENJOY. WE ARE GOING TO HAVE FUN AND I WILL MAKE SURE OF THAT. IF WHAT I AM EXPLAINING AND SHOWING YOU MAKES SENSE, YOU COULD ASK QUESTIONS AND GET INVOLVED. IF IT DOESN'T MAKE SENSE, THAT'S OKAY. YOU WIIL LEARN ABOUT THE LATEST FASHION IN THE TRAVELING INDUSTRY. I WILL GIVE YOU GOOD TIPS ON WHAT TO DO AND WHERE TO GO IN CANCUN. I HAVE BEEN LIVING HERE FOR A WHILE, SO I 'LL RECOMMEND TO YOU THE BEST THINGS TO DO, OK?

ALSO J & M, TODAY IS A VERY SPECIAL DAY FOR US. NINE 9 DAYS AGO DUE TO THE GRAND OPENING OF OUR COMPANY, THE RESORT GAVE US 10 PREMIER MEMBERSHIPS WITH EXTRA BENEFITS AND TODAY IS THE LAST DAY OF OUR PROMOTION. AS OF THIS MORNING, WE ONLY HAD A FEW LEFT SO WE ARE SO EXCITED BECAUSE WE ARE HAVING A GREAT PARTY TONIGHT TO CELEBRATE OUR RECORD SALES ACHIEVEMENT. ALL I ASK IS THAT WHEN I FINISH MY PRESENTATION, IF YOU LIKE WHAT WE HAVE TO OFFER, IF YOU CAN USE IT AND IF IT FITS IN YOUR BUDGET, WE ARE GOING TO ASK YOU TO JOIN OUR CLUB.

ON THE OTHER HAND, IF YOU DON'T LIKE IT, OR YOU CAN'T USE IT, YOU CAN ALWAYS SAY NO THANKS, BUT PLEASE WHATEVER YOU DO PROMISE ME YOU WON'T TELL MY MANAGER YOU WANT TO THINK ABOUT IT - FAIR ENOUGH? ( GET A VERBAL COMMITMENT AND A HAND SHAKE).

# AGENDA

- Jose y Maria me imagino que se preguntan que estan haciendo aqui. Correcto? Bueno primero que nada vamos a desayunar delicioso, despues me ayudaran a llenar una encuesta para saber como les gusta viajar
- Despues,les enseñare una habitacion y todo lo que tenemos en Inmense para ofrecerles a nuestros socios. Al final iremos a nuestra sala de hospitalidad, en donde le mostraremos lo facil que es hacerse socio de Inmense Club, Esto no tomara mas de 60 min de su tiempo. Al final me asegurare que reciba el regalo que le prometieron.
- J & M, les pedire que disfrutemos de nuestro desayuno, se relajen y tengan una mente abierta para conocer un producto nuevo, si lo que les muestre les gusta y tiene sentido pueden decir SI y sino les gusta o no es para ustedes tambien pueden decir NO. Estan de acuerdo?.
- Tambien J & M, Hoy es un dia muy especial ya que hace 9 dias empezamos La apertura de nuestro Club, asi que Inmense Hotels nos dio 10 membresias con beneficios especiales y hoy es el ultimo dia de nuestra promocion, Esta mañana solo nos quedaban 3 y estamos muy emocionados ya que tendremos una gran fiesta por llenar a la meta.
- Por lo que lo unico que le pedimos al final de nuestra presentacion es que si le gusta y cree que este programa puede ser de beneficio para usted y su familia diga SI y sino es para usted puede decir NO. Solo le pido que cuando mi gerente le pregunte una respuesta no le diga que lo tiene que pensar, le parece? (Y LE DAS LA MANO)

# **SET-UP (gift/time/sales presentation)**

- A) FEAR OF NOT GETTING THE GIFT THEY WERE PROMISED.
  - Example: John & Mary let's see.....
  - You have a GIFT that is....(talk about it, give it value) ok; at the end of our SALES PRESENTATION, I will make sure you receive your gift, ok?
- B) FEAR OF LOSING TOO MUCH TIME.
  - John & Mary, we will take 90 min. After a delicious breakfast to show you the place and how to come back; with the ultimate way of vacationing ok?
  - It is important to get the commitment of 90 min. After breakfast DON'T BE AFRAID!!!

# LAS 3 PROMESAS DE LA AGENDA

## ■ REGALO

- La gente tiene miedo que no le demos su regalo (por eso es importante mencionar que se los daras)

## ■ PRESENTACION DE VENTAS

- No debemos tener miedo de decirle a la gente que es una presentacion de ventas y que no tienen ninguna obligacion si les gusta SUPER y sino les gusta no pasa nada, conoceran el programa mas moderno de clubes.

## ■ TIEMPO

- Recordarles que tomara 60 min de su tiempo y que es muy importante que la pasen bien

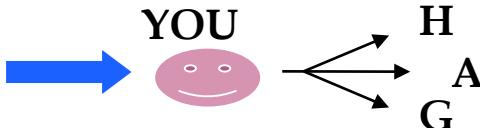
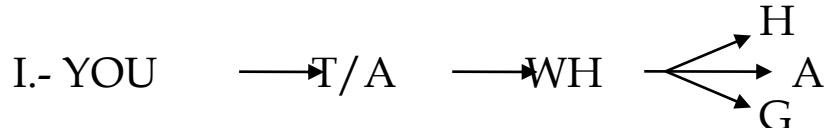
# CONCEPT

- 1.- Never write more than 3 sentences or benefits before stopping and making comments with the client or asking him a question.
- 2.- Look at your client straight in the eye
- 3.- Have the people participate as you explain the benefits. Ask them: Do you follow me so far? Do you like that? How does it sound?
- 4.- Ask buying questions as you explain the benefits
- 5.- Ask trial closes (If you were to buy where would you stay, at the ELEVEN PALMS or at the RD68
- REMEMBER: People have to feel like they are buying, not like they are being sold.

# CONCEPTO

- 1.- NUNCA escribas mas de 3 enunciados o beneficios sin detenerte y hacer algun comentario con tu cliente y hacerle preguntas.
- 2.- Mira a tu cliente a los ojos
- 3.- Has que la gente participe cuando le explicas los beneficios. Preguntales: me explico? Les gustan? Que les parece?
- 4.- Has preguntas de compra mientras les explicas los beneficios
- 5.- Has preguntas de 2 opciones (trial) (Si te hicieras socios te hospedarías en ELEVEN PALMS o en RD68)
- RECUERDA: La gente debe sentir como si estuvieran comprando, y no que les estamos vendiendo.

## T/ AGENCY



II.- PRICE INFLATION

CAP - VAC. COST  
10-15 YEARS AGO

III.- VACATION ROULETTE



## T- SHARE

IV.- FIXED SEASON/DAY

ANY SEASON/ DAY ( AIR )

V.- FIXED VACATIONS

AS MANY TIMES

VI.- WHERE YOU BUY YOU GO

POWERFUL TRADING -  
TOP



## INMENSE CLUB

11 YEARS IN BUSINESS  
7 LOCACIONES

GRAND OPENING

SPECIAL PROMOTION  
10 FOUNDER MEMBERSHIPS  
CELEBRATION

10 BOUTIQUE HOTELS &  
100 TOP CITIES.

# AGENCIA



II.- INFLACION



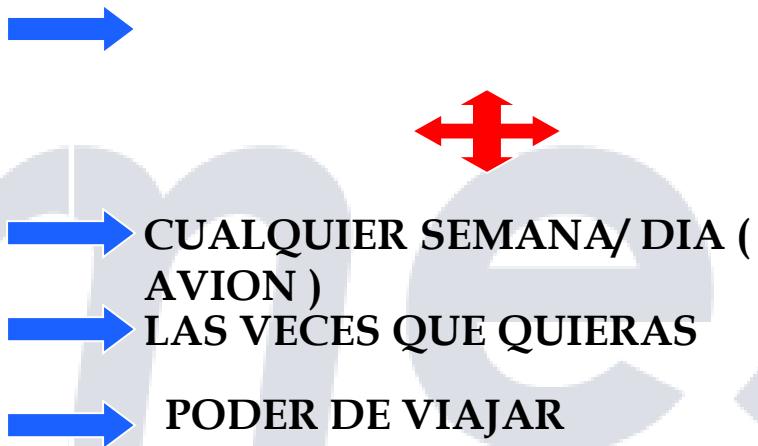
III.- ROULETA VACACIONAL

## T-COMPARTIDO

IV.- SEMANA FIJA/DIA

V.- VACACION FIJA

VI.- SOLO PUEDES REGRESAR A DONDE  
COMPRAS O NUNCA PUEDES  
INTERCAMBIAR



# INMENSE CLUB

11 AÑOS EN EL NEGOCIO  
LOCATIONS

10 BOUTIQUE HOTELS . Y SEGUIMOS  
CRECIENDO

GRAN APERTURA

100 CIUDADES EN EL MUNDO

PROMOCION ESPECIAL  
10 SOCIOS FUNDADORES  
CELEBRACION

# TIPS

- PEOPLE DO NOT BUY A PRODUCT, THEY BUY STATUS.
- PEOPLE MUST REALIZE THAT THEY HAVE A PROBLEM AND YOU ARE GOING TO GIVE THEM THE SOLUTION.
- IF PEOPLE DO NOT REALIZE THEY HAVE A PROBLEM, HELP THEM DISCOVER THEM, AND THEN GIVE THEM THE SOLUTIONS TO THEM.
- THIS CONCEPT SELLS BY IT SELF, IF YOU DID A GOOD GREETING, WARM UP, SET UP AND SURVEY, JUST HAVE THE MENTALITY THAT YOU ARE EXPLAINING THEM WHAT THEY JUST BOUGHT.
- NOTE: YOU SHOULD TAKE ABOUT 8 TO 10 MIN. EXPLAINING THE CONCEPT K.I.S.M.I.F. IT IS VERY IMPORTANT THAT THE PEOPLE DO NOT GET BORED THE CONCEPT SHOULD SOUND SIMPLE AT THE SAME TIME.
- IF YOU GIVE THEM TO MUCH INFORMATION, THEY ARE EITHER TO GET CONFUSED OR IF THEY DON'T GET CONFUSED, THEY ARE GOING TO WANT TO THINK ABOUT IT. NEVER DO YOUR PITCH IN MODELS.

# TIPS

- LA GENTE NO COMPRA UN PRODUCTO, COMPRAN ESTATUS.
- LA GENTE DEBE DARSE CUENTA QUE TIENEN UN PROBLEMA Y TU LES DARAS UNA SOLUCION.
- SI LA GENTE NO SE DA CUENTA DE QUE TIENE UN PROBLEMA AYUDALES A DESCUBRIRLO, Y DESPUES LES DAS LA SOLUCION.
- ESTE CONCEPTO SE VENDE SOLO PERO SI TU HICISTE UNA BUENA BIENVENIDA, EMPATIA, AGENDA Y ENCUESTA, SOLO DEBES DE TENER LA MENTALIDAD DE QUE LES ESTAS EXPLICANDO LO QUE YA COMPRARON
- NOTA: DEBES TOMARTE ENTRE 8 Y 10 MIN. EXPLICANDO EL CONCEPTO ES MUY IMPORTANTE QUE LA GENTE NO SE ABURRA EL CONCEPTO DEBE SONAR SIMPLE EN TODO MOMENTO.
- SI LES DAS MUCHA INFORMACION, SE VAN A CONFUNDIR Y SI ESO PASA LA GENTE LO QUERRA PENSAR. NUNCA DES TU PITCH EN MODELS.

# TOUR

- Assume the sale, so you are relaxed, happy and not pushy.
- Use their hot buttons, put them in the picture, and use lots of third party stories, trial closes and questions that have yes for an answer.
- Get commitments/ tie downs
- Always use the phrase: AS A MEMBER OF OUR CLUB

# TOUR

- Asume la venta, asi que debes estar emocionado, feliz y no pushy.
- Utiliza sus puntos debiles, ponlos en la picture, y utiliza muchas historias de 3ros, preguntas de opciones y de respuesta SI
- Opten compromisos/ pequeños cierres
- Siempre utiliza la frase: COMOS SOCIO DE NUESTRO CLUB

# T.O.

- When you are sitting down at the table, the body language of your client should express interest and enthusiasm.
- Example: sitting down with the elbows on the table, smile on their face and they should look anxious to find out more about your program.
- This performance will help you make them closer believe that there is a deal on the table, so he will go to your table with the best attitude.
- R.C.I book. GOLD CROWN RESORTS

# T.O.

- Cuando estas sentado en la mesa, el lenguaje corporal de tu cliente debe expresar intereses y entusiasmo
- Ejemplo: sentado con los codos en la mesa, sonrieles a la cara deben mostrarse ansiosos y con intereses de querer saber mas del programa.
- Esta actuacion te ayudara para que el cerrador crea que tienes una venta en la mesa, asi el ira a tu mesa con la mejor actitud.
- Muestra el libro de TOP CITIES

# **BEFORE YOUR T.O.**

- J & M I'm going to call my manager over he/she has been with the company for a long time, he/she has helped a lot of people like you become members of our club, if there is anybody that can help us he/she can. (always be respectful to your manager, use his/her last name).
- Raise your hand and call for assistance

# Antes de tu T.O.

- J & M le llamare a mi gerente el/ella ha trabajado varios años en la empresa y ayudado a mucha gente a hacerse socio del club, si hay alguien quien nos puede ayudar es el. (siempre se respetuoso con tu gerente y usa su apellido).
- Levanta la mano para pedir asistencia.

# EXAMPLE

- MR. \_\_\_\_\_, CAN I HAVE SOME ASSISTANCE PLEASE? MR. /MRS. \_\_\_\_\_, HI, HOW ARE YOU? LET ME INTRODUCE YOU TO J. & M., A REALLY NICE COUPLE FROM. \_\_\_\_\_.
- MR. \_\_\_\_\_, I HAVE SHOW THEM AROUND AND EXPLAINED OUR PROGRAM. THEY REALLY LIKE IT, RIGHT J. & M.? (WAIT FOR A VERBAL COMMITMENT) THEY HAVE A FEW QUESTIONS THAT I WASN'T ABLE TO ANSWER . OTHER THAN THE MONEY, THERE IS NO REASON WHY THEY WOULDN'T LIKE TO 'BECOME MEMBERS OF OUR CLUB. (VERBAL COMMITMENT). CAN YOU PLEASE HELP US, MR. / MRS. \_\_\_\_\_?

# EJEMPLO

- SR. \_\_\_\_\_, ME PUEDE AYUDAR POR FAVOR? DEJEME PRESENTARLE A LOS SEÑORES J & M., DE\_\_\_\_\_.
- SR. \_\_\_\_\_, YA LES HE EXPLICADO NUESTRO PROGRAMA Y LES INTERÉSO CORRECTO, J. & M.? (espera por una respuesta verbal) Me hicieron algunas preguntas que no pude contestar y que aqui apunte, le informo que a ellos les gusta \_\_\_\_\_ y normalmente viajen \_\_\_\_\_ al año.
- LES ENCANTARIA SER PARTE DE NUESTRO CLUB Y CONOCER TODOS LOS BENEFICIOS QUE TENEMOS.

# OUR BODY LANGUAGE

- Touch the client between the wrist and elbow occasionally
- Nod your head “yes”
- Mirror the client
- Have good eye contact
- Don’t lie
- Make them feel comfortable
- Have firm handshake
- Be congruent, walk, talk, dress, breath, live & act like it.

# NUESTRO LENGUAJE CORPORAL

- De vez en cuando toca a tu cliente atras del codo
- Mueve tu cabeza afirmando SI
- No Mientas
- Ten buen contacto a los ojos
- Has espejo con el cliente
- Has que se sientan comodos
- Se congruente, camina, habla,viste, respira y actua como tal

**THIRD PARTY STORIES**

# THIRD PARTY STORIES

- 5 distinctions that must be in any third party story:
  - A good third party story must be specific. Use names, dates and places.
  - Must serve a purpose. It must hit a dominant buying motive or answer an objection.  
(Motives: Family time, Status, Romance, Health, legacy).
  - Must be relevant
  - Must be based on truth.
  - It should be about a third party story.

# EXAMPLE

- John & Mary let me tell you last year I met the Stevenson family they are from Denver Colorado and this was their first time in Cancun, they work a lot of time, so being here they realized how important it is to spend time with their kids, they decided to acquire our membership so they would be forced to spend time with their family.

# FEAR & LAZINESS

- **FEAR:**
  - The fear of losing money is real. Everyone has it. But it's not fear that is the problem. It's how you handle fear, losing or failure that makes the difference in our life.
- **LAZINESS:**
  - Today, more people are too busy taking care of their wealth, and they are so busy to take care of their health.

# HABITS & ARROGANCE

- **HABITS:** Our lives are a reflection of our habits more than our education.
- “It’s not how”. The question is ‘WHY’
- Motivation is the answer.
- **ARROGANCE:** Arrogance is ego plus ignorance. “What I know makes me money”. I have found that many people use arrogance to try to hide their own ignorance.
- When you know you are ignorant in a subject, start educating yourself by finding an expert in the field or find a book on the subject.

# THE NEED FOR HEROES

- THE POWER OF MYTH
- But heroes do more than simply inspire us. Heroes make things look easy. “If they can do it, so can I”
- When it comes to investing, too many people make it sound hard. Instead find heroes who make it look easy.
- TEACH & YOU SHALL RECEIVE
- If I could leave one single idea with you, it is this idea. Whenever you feel “short” or in “need” of something, give first and it will come back in buckets. That is true for money a smile, love or friendship.

# **IMPORTANT**

- PEOPLE DON'T GET WHAT THEY DESERVE.....
- PEOPLE GET WHAT THEY NEGOTIATE !!!
- THE MOST IMPORTANT THING IN THIS BUSINESS IS ATTITUDE.
- WITH THE RIGHT ATTITUDE YOU WILL LEARN A LOT FROM THIS TRAINING AND MAKE A LOT OF MONEY!!!!
- SELLING, IS NOTHING MORE THAN THE TRANSFÉRENCE OF EMOTIONS.
- WHO AM I AND WHAT ARE MY GOALS?
  - 1.- WHAT DO YOU WANT OUT OF LIFE?
  - 2.-HOW ARE YOU GOING TO GET IT?
  - 3.-PRIORITIES IN YOUR LIFE.
  - 4.-WHAT DO YOU WANT OUT OF SOLARIS RESORTS?
  - 5.-REALISTIC GOALS.

- The most important thing in this job is your ATTITUDE.
- With the right attitude you will learn a lot from this manual and make a lot of money.
- SELLING, simply stated, is nothing more than the TRANSFERENCE OF EMOTIONS.
- There are different types of sales. This is an EMOTIONAL SALE. In order for you to make an Emotional sale you have to be emotional first. Emotion is contagious.

- One of the special formulas for you to start and succeed in any kind of sales field is 1 To have a **POSITIVE MENTAL ATTITUDE (P.M.A.)**.
- 2. An **OPEN MIND** at all times.
- 3. **A WINNING ATTITUDE.**
- Due to the strategy of sales used in our Industry your job as a salesperson requires for your presentations to be: **LONG ENOUGH TO CONVINCE BUT SHORT ENOUGH TO HOLD INTEREST.** So we can transfer to the closing stage.

- Your presentation must include a high degree of CLIENT INVOLVEMENT.
- The product and concept that we are offering it basically sells by it self so the most important thing you should always do is to SELL YOURSELF then the rest will be easy.
- As you begin in the business, it might happen that you forget to cover with the client some things of the presentation. It is okay at the beginning; the only thing you should never forget is to Have fun. That is the only thing we can not show you how to do.

# MY GOALS

- FAMILY.

- HEALTH

- SPIRITUAL

- WORK

VTimes

# **GENERAL TIPS**

- Sell yourself first and then the concept
- Make a friend and make them feel special
- K.I.S.M.I.F.( Keep it Simple, Make it fun)
- P.M.A. ( Positive Mental Attitude )
- Use their first names
- Pay a lot of attention to the wife and children
- Walk within arm reach of them
- Ask a lot of questions
  - Have the people participate
- Use their hot buttons
  - Put them in the picture
- Use trial closes
- Ask questions that have “YES” for an answer
- Never prejudge
- Take control
- Getting prepared for work starts the day before
- Review your goals every morning