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**TUESDAY, JUNE 3**

**1:00 to 2:00 PM – 5-Diamond Experience - Making fabulous first impressions**

*Are you proactively engaging your clients or simply reacting to their needs? Are you creating an emotional connection with your customers or are you too focused on completing a transaction? In Jamie's 10 years as a concierge, she learned five things that are essential for customer service excellence and client retention. This session covers the nuances that make for exceptional "Five Diamond" service – plus all registrants receive a free copy of her latest book - True Hospitality!*

**2:00 to 2:30 PM - The sales process**

*Part art, part science, the selling process is simply the interaction between a salesperson and their prospective buyer. This session helps to adapt selling the charter or tour using the seven traditional steps.*

**2:30 to 2:40 PM BREAK**

**2:40 to 3:30 PM – Brrr...it's cold out there, scary too! How to Cold Call**

*Prospecting is the foundation of sales. The best salespeople are severely hampered absent new prospects to introduce your service. Calling on someone risks rejection, something we are naturally adverse. This session provides tips on overcoming "call reluctance" and generating new streams of revenue.*

**3:30 to 4:00 PM - How did you know that?**

*Good salespeople are great detectives. The value of knowing more about your prospective client than your competitor is essential when trying to earn their business. Where did that church youth director go to school? What championship did the nearby high school win? How is the newest player on the local senior pickle ball team doing. This session covers the techniques you can use to uncover facts that make you the winner.*

## **WEDNESDAY, JUNE 4**

### **1:00 – 2:00 PM - Well, what did they say?**

*When we think about sales, we envision someone giving a great sales presentation. Indeed, if a salesperson lips are not moving, they are not working, but in reality, great salespeople are great listeners and often the prospective client is trying to tell you how you can get their business – if only you were listening. This session covers the art and subtleties of listening.*

### **2:00 to 2:30 PM - Price, price, price! Overcoming the price objection.**

*We hear it all the time, “They only care about price!” But it’s not true. This session discusses chartering a motorcoach from a customer’s perspective and what they are really asking where price may be indicative of better-quality service.*

### **2:30 to 2:40 PM - BREAK**

### **2:40 to 3:30 PM - Operations are killing me!**

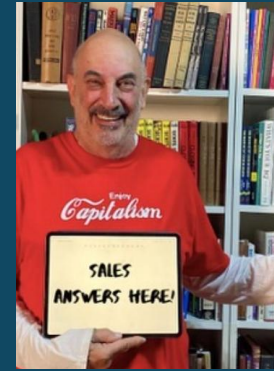
*You sold the trip and now it’s up to execution. Is the driver friendly? understand the route? Is the coach clean? In good repair? Did dispatch get the times right? In general, these are things you cannot control – or can you? This session discusses the things that can go wrong and what you can do to minimize the chances of your new customer having a bad trip.*

### **3:30 to 4:00 PM - The company you keep**

*You have adopted your new sales process and taken a fresh approach to finding new clients, but you find yourself all along with nobody to share the victories or losses. This session covers the importance of finding likeminded individuals and groups with which you can grow.*

## THURSDAY, JUNE 5

**1:00 to 2:15 - Jeffrey Gitomer, The King of Sales**



**2:15 to 3:00 PM - The close**

*If the sale is to be made, someone has to close the sale. Like prospecting, most people try to avoid rejection or failure, yet there is logic in embracing the outcome. The last component is the sales process requires extra attention as it can lead to the order. This session highlights the process.*

**3:00 – 3:10 PM – BREAK**

**3:10 to 3:45 - The follow up**

*Darn, despite best efforts, you did not close them. The prospective client wants to “think about it.” You are not alone; studies indicate that 80% of sales require at least five follow-up calls to close. How? When? Persistence? Pest? This session discusses the process of “bringing them in” and landing that new account.*

**3:45 to 4:00 – Summary and Review**