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WHY THE FUNNEL WORKS

-  Creates emotional engagement
-  Uncovers true objections
-  Prevents endless demonstrations
-  Helps guests make decisions



YOUR GOAL

-  Build Desire
-  Create Value
-  Isolate Objections
-  Ask For The Order

THE BIGGEST MISTAKE NEW REPS MAKE

-  Showing more websites
-  Showing more resorts
-  Showing more examples

Instead...

-  Ask better questions



PEOPLE BOOK **MEMORABLE VACATIONS**
WHEN THEY FEEL **UNDERSTOOD** AND **CONFIDENT**

