

The Test Drive: Setting the Appointment and the Test Drive Script

Setting the Test Drive Appointment

Step1.

Introduction: Setting up the test drive conference call: “Hey, I have my **own on-line travel business**. I have been able to cut the middle-man out and no longer pay Expedia, Price Line, or Cheap tickets.”

“I am able to **generate those commissions back into my home**. I would like to set up a **15-minute conference call with you** while you are in front of your computer to show you:

- **how to save on your travel**
- **get paid on your travel, and**
- **make most of your travel tax deductible.**

“What day and time is good for you over the next week?” (Wait for an answer.) “Okay. Well, I’m going to check my schedule and give you a call right back. “

Step2.

Instructions: The very next step for you after you have gotten an appointment with the prospect, is to take them on a 15 minute tour of your website (**See script below**). You are simply showing them the value of the \$499.90 investment.

Get your power team leader to show you how to take them on the tour or to have them do the first few test drives for you.

Step3.

Instructions: Remember, this introduction is an awesome pre-qualification tool. If the prospect is not interested with your introduction, there’s no need to proceed further. They are not who you are looking for. If they are still interested after step 2 (the test drive), your next step is to get them to the next available travel party or weekly meeting in your city.

Test Drive Script

“Hello, [prospect’s name] how are you doing today? Well, I’m so excited to be speaking with you today. So, are you ready to learn how to save money on your travel? get paid on your travel, and make the most of your travel tax deductible?” Okay, well you **should be in front of your computer** on [RTA’s website].”

“Now, as you can see our booking engine is comparable to Travelocity, Priceline, and Cheap Tickets. The difference is when you book on those other sites; you don’t get paid a commission. Now, simply through this company, YTB, you can have your own site and get paid 50%-100% of all commissions paid back by the vendor.”

NOTE: After August 31, 2009 commission structure:

- **50% commission**, any new TSO
- **60% commission**, after completion of First Class Training
- **70% commissions**, after completion of all 10 E-Campus modules, they can classify themselves as a travel agent, in addition to more perks to come in the future.
- **80% commission**, after earning \$25,000 in one 12-month period in travel commissions, excluding Shop YTB commissions, must re-qualify every 12-month period to maintain commission level
- **90% commission**, after earning \$50,000 in one 12-month period in travel commissions, excluding Shop YTB commissions, must re-qualify every 12-month period to maintain commission level
- **100% commission**, after earning \$100,000 in one 12-month period in travel commissions, excluding Shop YTB commissions, must re-qualify every 12-month period to maintain commission level

“Now let’s take a brief look at this page (the splash page). Everything you see on this website -- you can get paid a commission for. We have golf packages, tee times, vacation packages, cruises, and Shop YTB. You can actually book tee times from this website. And, you can access Shop YTB and shop store such as: Macy’s, Wal-mart, even e-Bay directly from the web site! Remember, everything that is booked through your website pays you a commission back.

“Now let me explain that commission to you: let’s say you booked a cruise for \$1000, and you are at the 60% accrual level, you would **NOT** receive 60% of the \$1,000 -- you would receive 60% of the commission paid by the vendor to the company. For example, Carnival Cruise Lines pays 16% per cabin. So the commission would be \$160 and you would receive 60% of that \$160 and the company receives 40%. It’s a 60/40 split.”

“Now, you receive the higher percentage of 60% commission when you take the online First Class training that’s right on your website. This is a comprehensive training that teaches you

about the travel industry. You don't need any training from others to book on your site. But, let's say you wanted to handle the family reunion, or the high school reunion, or put together a group trip, you would need to know some of the do's and don'ts about the travel industry."

"The First Class Training course is \$149.00 and is tax deductible as a business expense. Once you have completed this course, not only are you certified to contact vendors directly and book group travel, you also get an increase in commission the more training you receive."

"Now, if you take a look at the top left hand side of the screen, that's the booking engine Where you would actually book your flights, hotels, cars, cruises and vacations. We're not going to click on that now. Actually right now what we're going to do is scroll back up to the top of the page and click on that Flights tab (that's right beside the Home tab)."

"Once you click on the Flights tab, look at the middle of the screen --you'll see tabs foreign currency exchange, chauffeured transportation, travel insurance, and more. Once you are a site owner, you can actually get paid commissions. Now, let's close that tab."

"Next, let's click on the Travel Insurance tab. When it comes up you'll see we have Travel Guard. It's one of the leading travel insurance companies in the world. Most people purchase travel insurance when they are traveling out of the country or booking well in advance. So doesn't it make perfect sense to get paid off of all the things associated with the trip that you were going to take anyway? For example, there's a young lady that just booked her first group trip and her commission just off of that insurance was \$2,000. Not from the actual trip, but just off of the travel insurance purchased by the group. Okay now let's close that tab."

"As we close that tab, let's scroll down under Travel Resources in red letters. Under Travel Resources you will see a clickable link which says Passport & Visa Applications. Let's click on it. What we want you to see here is that you can actually get your passports and visas. Not only you, but people that you know, can actually purchase their passports and visas. If they need it in a hurry, the passport or visa can be obtained through expedited services; it can be done right from your website, and you get paid a commission. So you, your family, and friends no longer need to go to the post office; ordering and purchasing your passport can be done right in the convenience of your own home."

"Now, we're going to go over to the right side of the page at the bottom corner where you see "Trip of a Lifetime Sweepstakes." People often say, "I love what I'm seeing here, but I need you to tell me how this website is advertised. How can I get the word out about my website?" Well, there are 3 ways:

- Actually, this call is 1 of the ways, which is called the "Test Drive." We actually take you on a tour of the website and highlight some of the services and products we have to offer.
- A 2nd way to market is through weekly meetings that are held in every state in the country – where people can go see what the company is all about.

- And, a 3rd way to advertise your website is by entering the email addresses of your family, friends, and all the emails that you have in your database, right here in the “Trip of a Lifetime Sweepstakes” box.”

“On behalf of your website, the company then e-mails a “deals and steals” newsletter twice a month to the email addresses which was entered. The “deals and steals” newsletters are linked to your website and you will get a commission on everything booked from them. So you should really load up that “deals and steals” e-mail database so you can take full advantage of that FREE marketing for your travel website. And, when your family and friends enter their email addresses or you enter them in here, they are also entered into the drawing to win a FREE trip for TWO (2). The trip is 4 days, 3 nights, including round trip airfare plus \$1,000 spending money. There is a new trip giveaway every single month that you and your friends can win!”

“Now, let’s scroll up to the top of the page and click on the Extras tab. Once that comes up, scroll down to Tickets & Attractions and click on it. Here it shows that you can actually purchase concert and sports event tickets. Right when you click on Sporting events, it opens up a Ticketmaster called Tickets Now which is a Ticketmaster company. Right here we specialize in sold out events (hard to get tickets). This is for major events like sporting events, concerts and theater shows all over the United States. There’s even a seating chart so you’ll see exactly where you’ll be sitting. All of this is on your website and you can get paid a commission off of it. Something that you and the people you know are going to do anyway. A lot of people don’t believe it, but we actually have Lakers tickets on our website. How convenient!”

“Now, let’s look to the left side of the page – look for Your Travel Wear. If you click on that, it will open up to online travel shopping. You and the people you know can check with your own website to see what you have to offer first.”

“Now, we’re going to scroll to the top and close that out. Once you close that out, let’s go back up to the Extras tab and click on that again. Under the Travel Resources link, click the YTB Cars link. You can purchase a car (new or pre-owned) from your own website and have access to below-invoice priced cars and get paid a \$300 commission off of it! The car industry pays YTB a \$500 commission, and you earn your commission percentage on every car that is sold from your website. That’s new and pre-owned cars. You simply put in your zip code, and it narrows down the search and then you’ll be able to fill out the proper information and move forward. Let’s scroll back up to the top and close out that tab.”

“Okay, we’re winding down. Let’s go back to the Home tab. Shop YTB is positioned to be a huge profit center for all TSOs. 600 plus stores are at your fingertips. We’re talking about Nordstrom, Macy’s, Wal-Mart, Target, Sam’s Club, Giant, Safeway, and Home Depot , and even e-Bay just to name a few. You can actually receive a commission on everyday purchases as well as your own purchases. Many companies are moving to the internet because they realize that it’s much more cost effective to do so. They are offering incentives for people to start shopping online. These companies (over 600 retail stores) are offering CASH BACK on all your purchases just by shopping through your personal Shop YTB account.”

“So, [prospect’s name], we know the value is here. And, you can actually get your own website for a one-time, tax-deductible set up fee of \$449.95 and a monthly, tax deductible website hosting support fee of \$49.95. This pays for the company to keep track of everything for you because there is no paperwork involved in this business at all. That’s really the main reason that I decided to join. I didn’t have much time and I could only get involved with a company that was simple and uncomplicated. And since there’s no paperwork, no invoices, no products to purchase, no quotas, no time limits and no stress, it just made sense.”

“So, if someone books an airline ticket on your website, you don’t need to write down the confirmation number or keep track of anything. The website does it all for you for less than \$50 a month. And, your website (that’s yours for life) can be up and running in less than 10 minutes and you’ll be on the World Wide Web taking part in the 7 trillion dollar travel industry! And the great news is if you join today, you will get... (insert the latest new TSO sign-up offer here).”

“So, as you see, this one little website has much to offer and nothing to lose really.”

OPTIONAL STATEMENT

“In fact, you gain HUGE tax advantages by owning a home-based business. For the sake of time, I won’t get into detail with this. But (tell your quick tax savings story in about 30 seconds or less.)”

“So, [prospect’s name] I have 2 questions for you.

- 1) Can you show me where this business doesn’t make sense or where you see yourself losing with this?
- 2) What would stop you from partnering with [TSO’s name] today?”