

Fact Finding Sales Guide

Fact Finding:

- Where is the guest coming from?
 - (This helps you understand if you should help with booking air or if they are driving. If they are flying offer Super Star Shuttle)
- What dates are they looking to travel?
 - (This will help you know if any events are happening so you can recommend it or choose a promo package)
- How many guests are traveling, and the ages for the children.
 - (This will help understand what room types you should be looking for or which resort would be great to recommend.)
- Have the guest stayed with Universal Orlando Resort before?
 - (This way you can ask which resort they stayed prior and what they are looking for this time.)
- What is the guest excited to see or do? What brings them back?
 - (This helps you understand what the guest is interested in doing while they're here. Are they excited for Harry Potter? This way you could offer the Exclusive Vacation Package, or offer the dining plan so they can enjoy Three Broomsticks or Leaky Cauldron and get a Butter Beer!)

Transition: Based on the information you've provided... I (recommend, suggest, or have)...

Product Features and Benefits: (It's recommended to give a feature and benefit of at least 2 products.)

- Brand the Hotels (Feature/Benefit)
 - I recommend the "Loews Portofino Bay Hotel" that will give you and your family Early Park admission and Unlimited Express passes that will allow you to enjoy the Wizarding World of Harry Potter before the general public then you will have your Express Passes that will allow you

to skip the regular wait times as many times as you would like to enhance your day.

- Cancel for any reason (Feature/Benefit)
 - I always included this and here's how I pitched it... Included with this package is the cancel for any reason which will allow you to cancel up to 24 hours prior to your departure date and you to get a full refund excluding the cancel for any reason. This will give you flexibility and peace of mind in the event of an unplanned occurrence prior to your vacation.

- Theme Park Tickets (Feature/Benefit)
 - I recommend the 3 Park 3 day park to park that gives you access to all 3 theme parks (list them) which will allow you to access the Hogwarts Express Train.
 - Having park to park access you can to enjoy Volcano bay in the morning then finish off your evening with the 2 dry parks.

Transition: “Also for your convenience I’ve included...” (Any add ons)

Enhancements (Add-ons):

- Dining Plan Feature/Benefit
 - Over 100 places to choose from, you get a full meal, a snack and two beverages while using a convenient dining card. This will save you up to 30% on food that you would buy anyway by bundling everything into one low price.

- My Universal Photos Feature/Benefit
 - This will give your family the professional photos in the parks, it has mobile app to access the photos. It's a convenient way to capture unforgettable moments with better quality pictures with less hassle.

- Blue Man Group Feature/Benefit

- This is a theatrical experience that brings music, science and art to life! It's a wonderful way to end a day after the parks and it's perfect for celebrating special occasions.
- VIP Experience Feature/Benefit
 - **(Features)** A fully guided tour that gives you backstage access to everything Universal! The only way to skip all the lines and access the next available ride vehicle. Free valet parking, continental breakfast and discounts on food/merch. **(Benefits)** Best way for fanatics to learn all the secrets of the parks. No waiting in lines at all so you get fully maximize your time in the park. Feel like a VIP the minute you arrive in the park. No hassle of worrying about meals or reservations.

Initiate the Booking

- **Transition:** “The price comes out to only...” (Choose a close that initiates the booking with an immediate call to action.) **Example:** “I’ll be happy to complete your order today.

Attempt to Overcome Objection/Secure Sale

- **Price:** Top down sell (drop to lower package) then initiate the booking again.
- **Have to think about it:** Create urgency through prices and availability being subject to change and then initiate the booking again.

Remember that we’re asking these questions to get to know our clients and be able to tailor a vacation package to THEIR needs. Once you’ve collected the info and are putting their package together, remember to bring it back to THEM and why that product is a good fit for your guest based on what they’ve shared with you. For example, *“You mentioned you didn’t like waiting in line, Royal Pacific Resort would be a great option for your family, you can walk to the theme parks, take the water taxi and your family doesn’t have to wait in the longer lines because they all get unlimited express passes”*

Educate your clients, most people like to know what they’re actually spending their money on and how their purchase is benefiting them.

If you get objections, dig a little bit without being too probing on why they’re not ready to commit. They may share something with you that they need/don’t like which at the point you can either bring back to them or change for them 😊

Remember to always **offer a complimentary hold** on vacation packages with no airfare. When you hold their package, more times than not, they'll take the itinerary back to their families, review it and go back and place a deposit.