

Tour Training 101

What is a Tour?

- A 2-hour commitment to preview our latest property with a sales agent and review your ownership (Does it make sense to upgrade or buy something different?)

When can you offer a tour?

1. Whenever we are taking payment from an owner or guest
2. When booking GTL owner weeks, partial stays, and Point Stays at GL7/GC8
3. Anytime someone asks if they can tour

What are the qualifications to tour?

1. **Tour completed in last 30 days?** No new tour booking allowed for 30 days.
2. **Owner Eligibility:**
 - Only allowed to tour every 6 months (*Check LEAD to verify*)
 - Must have 1 - 5 rank in Grand Central search
 - Must tour with significant other/anyone else on the contract

Non-Owner Qualifications:

- Non-Owners allowed to tour every 12 months
- May only tour twice without purchasing
- Must have a significant other and tour with them
- Singles must be divorced, widowed, or referred by an owner and make \$150k+

In-State Non-Owners

1. If they own a home, they must make a combined total of \$125k per year.
2. If they do not own a home, they must make \$150k per year.
3. If they are cohabitating, they must bring their significant other.

Out-of-State Non-Owners

4. If they own a home, they must make a combined total of \$125k per year.
5. If they do not own a home, they must make \$150k per year.
6. If they are cohabitating, they must bring their significant other.

One-Off Rules:

Cancelled Tour in Last 7 Days: Must book new tour with credit going to the cancelled tour booker

Day Use Tours: May only be booked 90 days or less in advance

Group Bookings: If booking reservations for a group, only 2 tours per group allowed (*including owners in count*)

Tour Pitching

1. Make Sure they are Qualified: (*Non-owner version*)

- Have you toured with us in the last 12 months?
- Are you married or live with a partner? (reminder: must tour with partner)
- Do you own or rent your home?
- What is a rough estimate of your annual income? (\$90k or \$150k annual)

2. Offer the Tour Gift:

- Discounted Lodging
- Lift Tickets – can only be purchased at the time of booking with discounted lodging
- VISA Gift Cards or BGV Reward Dollars (*certs*)
- Golf or Discovery Park Passes

3. Confirm Day They Would Like to Complete Tour: (*Using Rules Below*)

- Guests checking in for a week-long stay cannot tour until their 4th day
- 2+ night stays cannot tour on Check-In
- 1 night stays can tour on their check in day

4. Quote Tour No-Show Policy:

“I would like to make sure you understand our tour policies. If you do not show up for your preview time (with everyone on your contract/significant other), you will be charged the full amount of the reservation.”

Discounted Lodging Script:

“(NAME OF GUEST), the total cost for your stay will come to “(rack rate cost)”. However, right now I can offer you “(quote tour rate with total savings)”. Please remember you will be required to complete 90 - 120 minute preview tour of the Grand Colorado on Peak 8, with your significant other, to receive the discounted rate. Otherwise, you will be up charged to the non-tour rate”

Other Tips for Booking Tours:

- Ask for a name and use it at least 3 times in the conversation.

- Find common ground and gain trust – be friendly and funny!
- Discover what their needs are by asking open ended questions
- Offer tour discount during price quote. (Regular Rate vs Tour Rate)
- Be comfortable with your pitch. If you feel uncomfortable the guest/owner will too.

Working in the Customer File

Steps:

1. Go to their Customer File
2. Click on “Lead”

The screenshot shows a software interface for managing customer files. The top bar indicates the current customer is 'Saslawsky, ...' and the view is 'Customers'. The left sidebar contains tabs for 'Contact Information', 'Personal Data', 'User Fields', 'Notes', and 'Events'. The main content area is divided into two sections. The left section, under 'Contact Information', displays fields for 'Customer ID: 7048', 'Name: Mark Saslawsky', 'Address: 1295 Heron Oaks Cove, Memphis, TN 38120, United States of America', 'Phone: Home: 9012189529', and 'Email: Home: nosmok@aol.com'. The right section, under 'Preferred Contacts', shows 'Lead Type: Owner', 'Lead Source: OPC GTL', and 'Lead Status: Tou'. Below this, there is a list of tours under the 'Tours' tab, including '234689 - Regular - Showed - 1/26/2011 - Grand Timber', '162169 - Regular - Showed - 7/18/2005 - Grand Timber', '150238 - Regular - Showed - 3/24/2004 - Grand Timber', '87942 - Regular - - 4/11/2001 - Sales Center', and '20167 - Regular - Canceled - -'. A red arrow points from a text box below to this list of tours.

These are the tours they have had.

Looking at the Tour

If you double click on one of the tours you can see more information about the tour:

Tour ID: 445053 - Edit x Customer - House, Ken x Customers x

Tour Detail Tour Notes Events User Fields

Tour Detail

Campaign: EXTC10 Qualification Status: Questions

Tour Location: Colorado Check-in Disposition: <No Selection>

Tour Type: GC8 Exit Pre-Assigned: exit//43917

Tour Subtype: <No Selection>

Tour Status: Showed

Date: 12/5/2021 Start: 9:19:00 AM

Tour Wave: 0900 (-1 available) Arrived: 9:05:20 AM

Division: <No Selection> End: 12:59:00 PM

Tour Source: <No Selection> Length: 3 hour(s) and 53 minutes

Result: Sale

Primary Customer: House, Ken

Premiums

Name	Promised	Issued	Redeemed
BGV Certificate - \$25 (Adult)	3	3	0
> Promised			
> Issued			
> Redeemed			
BGV Certificate - \$25 (All)	3	3	0
Day Use - GC8 (Adult)	2	0	0
Day Use - GL7 (Adult)	1	0	0

Issue New Delete Unissue

Personnel

Show Overrides

Name	Title	Team
Kaier, Deanna	Booker	Default
Trisko, Bo	Agent	Colorado

New Edit Delete

Accommodations

In Date: 12/1/2021

Nights: 4

Location: GC8-Sales

Room Type: Two Bedroom

Check View All

Save Close

Deanna Kaier booked the tour and Bo Trisko was the sales agent.

This tour ended in a Sale!

The tour was on 12/5/21 and started at 9 a.m. (this is always military time)

The "Premiums" were additional gifts offered to get the owner/guest to tour

More Information in the Tour

- **Campaign:** Allows to see where the tour was booked or what kind of tour it is
 - When you add your campaign and “filter” it will tell you those details

The screenshot shows a 'Campaign Filter' dialog box. It contains several dropdown menus for filtering campaigns: 'Campaign Name' (set to 'RGTBT'), 'Campaign Type' (set to '<No Selection>'), 'Program Name' (set to '<No Selection>'), 'Division' (set to '<No Selection>'), 'Level 1' (set to '<No Selection>'), 'Level 2' (set to '<No Selection>'), 'Level 3' (set to '<No Selection>'), and 'Level 4' (set to '<No Selection>'). There is a checkbox for 'Show All Campaigns' and a yellow 'Filter' button. Below the filter is a table titled 'Campaigns' with the following data:

Campaign	Details	Campaign Type	Program Name	Division	Date Began	Date End	Inactive
RGTBT	two or more night owner stay - GTL	Import	Reservations	Power	1/7/2011		☐

At the bottom of the dialog are 'Select' and 'Cancel' buttons.

Looking at the Demographic Information

In the customer file head to “Personal Data”:

The screenshot shows a customer file interface with tabs for 'Contact Information', 'Personal Data' (highlighted in yellow), 'User Fields', 'Notes', and 'Events'. Under the 'Personal Data' tab, there is a section titled 'Demographics' containing the following information:

- Birth Date: 11/3/1969
- Age: 52
- Marital Status: Married
- Language:
- Spouse Name: Molly House
- Homeowner Y
- Occupation: Sales
- US Dollars
- Income: 350,000 to 500,000

Below the 'Demographics' section is a section titled 'Identifications'.

- It shows you the qualifications of the specifics you need for a non owner (owner's are qualified differently)
 - Marital Status
 - Income

- Homeowner

Must add all touring guests to tour – once you’ve built the base tour click “Save” at the bottom. Then you can click the ellipses by the primary owner to add other touring guests:

The Tour ID is created when you hit “Save” for the first time in the new tour you are building:

Once the tour is built go back to your reservation and add the Tour ID to the reservation:

Res Type	Subtype	Room	Room Type	Type	In Date	Out Date	Status	Substatus	Category	Room Charge Folio	Incidentals Folio
Owner	Points GC8	3149H	Suite Colorado 2	Reserved	5/10/2022	5/13/2022	Pending	Owner		793878:Room	793878:Room

After you have added the tour to the reservation you may go back to the Tour and send a confirmation email.

The screenshot displays a web-based interface for managing tours. At the top, a green header bar contains the text "Tour ID: 451024 - Edit", "Customer - Birdsall, J...", and "Customers". Below the header, a tabbed interface shows "Tour Detail" as the active tab, with other tabs for "Tour Notes", "Events", and "User Fields".

The "Tour Detail" section is divided into two main columns of fields:

- Left Column:**
 - Campaign: RGTBT
 - Tour Location: Colorado
 - Tour Type: GC8
 - Tour Subtype: <No Selection>
 - Tour Status: Activated
 - Date: 12/17/2021 (with a calendar icon)
 - Tour Wave: 0830 (1 available)
 - Division: <No Selection>
 - Tour Source: <No Selection>
- Right Column:**
 - Qualification Status: Qualified
 - Check-in Disposition: <No Selection>
 - Pre-Assigned: (empty field)
 - Start: (empty field with time and lock icons)
 - Arrived: (empty field with time and lock icons)
 - End: (empty field with time and lock icons)
 - Length: 0 hour(s) and 0 minutes
 - Result: <No Selection>
 - Primary Customer: Birdsall, Julie

Below these fields, there are two main sections:

- Premiums:** A table with columns "Name", "Promised", "Issued", and "Redeemed". The table is currently empty. Below the table are buttons for "Issue", "New", "Delete", and "Unissue".
- Packages:** A large empty rectangular area. Below it are buttons for "New" and "Edit".

At the bottom of the interface, there are two tabs: "Personnel" and "Accommodations".

On the far right, a "Vacation Package Detail" sidebar is visible, containing a yellow button labeled "Confirmation Email".

Discounted Lodging at All Properties

What discounts can you offer (Rate Calc 2B)?

Owners and Non-Owners staying at GTL/GL7 = 35% off

GC8 Non-Owners = 10% off

Owners staying at GC8 = 20% off

Building Reservation with Discounted Lodging

1. BOOK RESERVATION

- a. Owner for Owner and Customer for non-owner
2. Reservation Type/Sub-Type/Promotion
 - a. Rental
 - b. Owner or Non Owner
 - c. Tour 35% / Tour 20% / Tour 10%
3. Create Two folios
 - a. Make one a NOT FOR Guest Folio
 - i. Check box for "Confidential" for the NOT FOR Guest Folio
 - ii. Click save/close
 - b. Match NOT FOR Guest Folio # with room charge #
 - c. Match Room Folio # to incidentals #
 - d. Click Save
4. **RATE BUILDER** - Enter rates from the rate calculator into the rate builder
 - a. Room Charge/Clean Fee/Resort Fee (2A)
 - b. Insert Tour Discounts to Rate Builder (2B)
 - i. Code discounts to proper site/department as negative amount
(refer to tour calculator, Rez Tour)
 - c. If Buying Tickets - Add "TOUR PACKAGE PREMIUM" for applicable dollar amount to rate builder
 - d. Insert Credit Card – charge in Not For Guest Folio
5. **NOTES:** Put in appropriate notes from your note cheat sheet
 - a. One New note in addition to all Rental notes (Rack, 10%, 20%, 25%)
 - i. Tour Policy

6. SEND CONFIRMATION EMAIL

Building Tour

1. OPEN OWNER/CUSTOMER FILE

2. Go to "Lead" tab
3. Click "New" in the bottom right corner

4. BEGIN BUILD

- a. Set campaign to proper code (refer to tour cheat sheet)
 - i. Can filter by using ellipses
- b. Tour Location: Colorado
- c. Tour Type: GC8
- d. Tour Status: Booked
- e. Date:
 - i. If we are inside 60 days of the tour, use the "Tour Scheduler" to select an available time for their tour. Once you have selected the time in the scheduler click "Save" and close that window.
 1. Click *CLOSE* not "Save" in the tour.
 - ii. ADD date if tour is outside 60 days and DO NOT select time for tour (guest will choose a time via automated email once they are inside 60 days)
- f. Set them to "Qualified" in top right corner
- g. Click "Save"
- h. Add yourself as "Booker" - found in the PERSONNEL Tab
- i. Add all touring guests
- j. **Add premiums** (tour gifts) if applicable (*ex. Gift cards, reward dollars, lift tickets*)
- k. **Go back Reservation and link "Tour ID" and click save**
- l. **Send the confirmation email** (*inside of tour*)

5. ADD NOTE to Tour

- a. Lodging Booked