

Friends don't tell friends to take a timeshare tour

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A recent ARDA study found 84% of timeshare owners are happy owning a timeshare. If this is the case, why are so many owners hesitant to admit they own a timeshare? Why aren't 84% of your owners referring people to come to you to buy one?

Why the embarrassment? Where are the referrals?

Throwing out the possibility the survey was biased let's take a look at the reason: Taking a tour is a painful experience and it is embarrassing to admit to a friend that "I was sold a timeshare." Friends don't tell friends to take a timeshare tour!

The big brands care about this perception and are working hard to fix it. Only developers who accept changes in consumer buying habits during the last 20 years will be in business in the next 10. Industry leaders are using sales systems to meet the expectations of their buyers. Those doing it correctly are reaping sales increases of 20% and more.

The future is bright, if done right

The future is bright for those who make the tour an "experience." A circus act of writing upside down on a piece of paper no longer impresses anyone. Industry leaders are upgrading their sales efforts by using more intelligent technological solutions, known as sales systems. Sophisticated sales systems, such as Generator Systems, have proven themselves to be the single largest catalyst for creating an emotional tour experience and making timeshare a sought after good.

How is this possible? Here are a few of the ways:

- 1) Emotional Seduction. Consumers are looking for emotional experiences. The most common reason for buying anything is "I wanted it." The timeshare sale needs to provide a positive, emotional experience that places the consumer in the position of "wanting" to buy. Compelling videos, beautiful photography, and inspiring music are some of the tools used to create these emotions.
- 2) Presentations need to be consistent. Emotion needs to be created in ALL presentations. The right emotion, at the right time. A good sales system provides this structure.
- 3) Credibility needs to increase. Sales systems provide a set of tools that increase not only brand and resort credibility, but also the credibility of the sales person. What is more credible than a computer that supports the representation of the sales person? A computer perceived as a third party becomes a strong second witness.
- 4) Personalization. All too often a salesperson talks about the beach when the guest's interest is golf, or fishing when they prefer shopping. Sophisticated sales systems adjust to the interest of the guest. They use facts and figures provided by the guest to provide a unique experience. Imagine a

salesperson meeting all trial commitments and successfully fulfilling every step of the sales process, while the guest experiences personalized video, pictures, and music that are based on their actual interests. Their interest, their type of people, their type of experiences – helping each and every guest visualize himself or herself using your product is key to creating a good sale.

5) No more misrepresentation. South Africa recently passed a law wherein timeshare companies are fined well over \$100,000 for misrepresentation. Once the accusation is made, the company has to prove innocence. What would you do? Would a copy of the sales survey sheet be enough to prove your innocence? Sales systems track this level of detail and can limit this legal and brand liability. This same benefit can be used in real time for sales management to track and improve training. This is true accountability and revolutionary in our industry.

Clearly, technology is only as good as those that use it. The absolute key to success is the transition of people to this sophisticated sales approach. Never under estimate the importance of a proper process of change to realize the true potential of the sales system!

The combination of sales systems combined with the right change management expertise will yield results - average increases of 20% within 12 months. A 20% increase for most sales organizations means a doubling of profit! Think of what you could do with twice the money!

Sales systems, such as Generator Systems, will bring a sales force into the 21st Century by creating a truly emotional experience. People that are emotionally invested in a product will buy it. No longer will owners say "I was sold a timeshare." Instead, they will say "I bought a timeshare. You should too!"ing the next 12 months.