

Resort Trades

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WEED IN THE WORKPLACE...

PAGE 20

THE SEPTEMBER VIRTUAL LEARNING CURRICULA

September 11; 1:00 p.m. ET: "Take Responsibility For Your Emotional Wake"

Debra Crombie, President of Sterling Training Group and former VP, Talent Development for Bluegreen Vacations

September 25; 1:00 p.m. ET: "Promoting Value"

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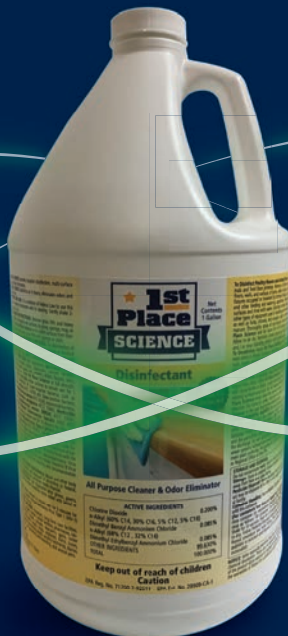
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Vacation Ownership & the Post-COVID Business Environment

By Sharon Scott Wilson RRP

When I was eleven-years-old I had a premonition that I would live to be 106. The other day I was struck by the thought that a coronavirus vaccine would be available within only a few months. I sure hope both of these come true!

Even if the vaccine does become available (and, by some miracle, is able to be rapidly deployed), will things ever return to the way they were? Highly unlikely it would appear according to one article. Written by Kevin Sneader and Shubham Singhal and appearing online in *Fortune* magazine, "3 Changes Businesses Will Need to Adapt to Post-coronavirus," says that in, "...three areas in particular—digital commerce, telemedicine, and automation—the COVID-19 pandemic could prove to be a decisive turning point.... First, there will be more government intervention—and therefore greater scrutiny of business.... Second, the world will see the rise of a contact-free economy.... And finally, companies will need to reconsider how they can establish more resilience."

A recent *Resort Trades* poll asked, "In your opinion, what lies ahead for the vacation ownership industry after COVID vaccine?"

- Quick rebound using traditional sales & marketing tactics.
- Gradual return to business as usual, but using completely different sales & marketing.
- Ten years or greater slowdown.
- Other (please email your thoughts to Sharon@TheTrades.com)."

Sixty-seven percent of the respondents selected, "Gradual return to business as usual, but using completely different sales & marketing."

Digital Commerce

The article's second two areas of concern – a contact-free economy and the need for resiliency -- are particularly relevant to the timeshare world. As prospective owners avoid social contact, the digital platform will be taking a front seat in piloting the entire marketing and sales sequencing. But speed is of the essence!

Those marketers who are the fastest and most adept at attracting leads through clever Facebook ads, blogging/vlogging, and SEO techniques will be the winners. In "The Importance of Being First," 2 another *Fortune* magazine contributor Jerry McLaughlin writes, "The best way to be remembered is to be first into your prospect's mind representing a clear perception. Think about all the brands

that have become synonymous with their function: Scotch tape, Kleenex, Xerox. It's no accident they were also the first. Did you play with a Slinky as a kid? Slinky is a brand name but what else would you call a stretchy spring toy?

"People love to know what is new. That's why the 'news' is such a big business."

Resort Resilience

We found a Xotels article, "How to Generate Ancillary Revenue in your Hotel or Resort,"³ to have additional creative ideas. Perhaps you've looked at some of them for your property:

1. Create Packages. Bundle ancillaries (add-on services) with higher category room types. This option is known as "Themed Packages", and is all about selling an experience. You can call them romance, adventure or family packages.
2. Target a Client Niche Market. Choose a niche client market and be the best there. To properly cover the niche you will have to adapt your property and your communication. The good part of this strategy is that you can, and should, offer related services to improve the experience and your guests (and charge them for it...)
3. Get ROI from Underutilized Areas. True, every refurbishment requires money spent but...Have you ever calculated the ROI of any of the actions below?
 - Call to advertising agencies and startup incubators to offer them your garden for their events, do it for free the first time, make stunning pictures and get awesome reviews ... and after you can start charging for it.
 - Are your meeting rooms being used all the time? Could they be used as a space for for photographers to do a photoshoot? Or as a space for companies to conduct interviews, recruiting staff?
 - You could potentially also turn it into a co-working space ... it all comes down to math.
4. Creating a Competitive Edge. OTA and Meta-Search are still very focused on selling rooms. So it is up to you to make your hotel stand out, and add experience to the mix." [Which brings us back to developing the art of Digital Commerce.]

What You Can Do Right Now

We like the suggestions business consultant and small business expert Athan Slotkin gave in his article, "7 Tips to Keep Your Business Afloat

During COVID-19," appearing in *Chief Executive*.⁴ While his advice targets small business owners, specifically, the suggestions he makes can be useful in almost every resort company management situation. They are, essentially: 1) trimming excess expenses; 2) examining current market trends; 3) eyeing the competition for creative ideas; 4) reviewing priorities of ways in which you spend time; 5) tracking changes in the way customers are thinking; and 6) taking care of your health, including continuing to learn, practicing CDC safety guidelines, and planning how to leverage the opportunities you do have to advance yourself. Lastly, he advises us to keep an open mind and stay positive. We recommend you read the entire article footnoted below.

Stay Involved in the Community

Use social media – especially LinkedIn – to stay connected with your peers. Schedule the making of at least two phone calls a week to friends and acquaintances, particularly if you're still working from home. Engage on forums including ours here at [ResortTrades.com/LearningCenter](https://www.resorttrades.com/LearningCenter). Let us hear your suggestions and ideas.

The Digital World

- Focus on enhancing your digital footprint: Examine your website and social media channels and look at ways to improve them.
- TED Talks, YouTube videos, online study: You have an enormous wealth of ways to keep learning about all facets of your personal life as well as the management of your work responsibilities.
- Review and compare ways to draw on experts in Internet marketing. You may need to hire in-house or consultant assistance to help you strategize changes and adaptations you need to make for the changing environment.

1. (<https://fortune.com/2020/05/01/business-reopen-economy-coronavirus-new-normal/>)

2. <https://www.forbes.com/sites/jerryclaughlin/2011/12/28/the-importance-of-being-first/#5ea887a529eb>

3. <https://www.forbes.com/sites/jerryclaughlin/2011/12/28/the-importance-of-being-first/#5ea887a529eb>

4. <https://chiefexecutive.net/7-tips-to-keep-your-business-afloat-during-covid-19/>



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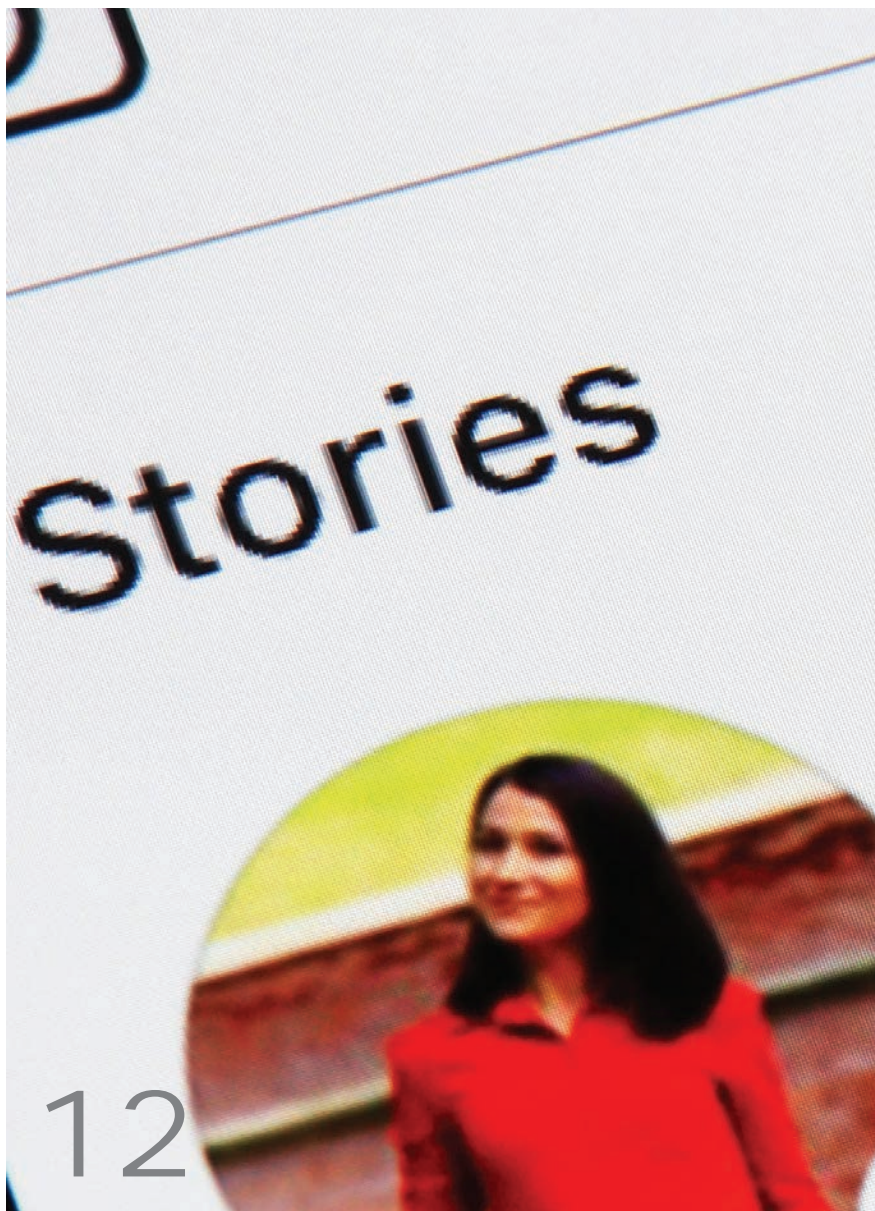
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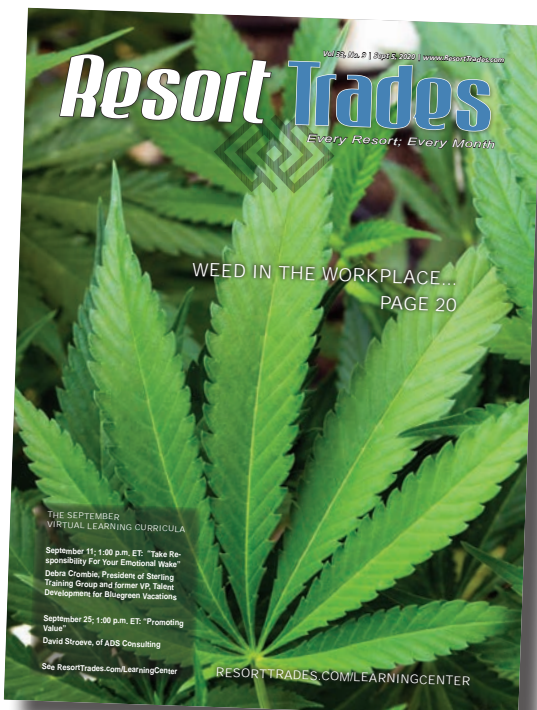
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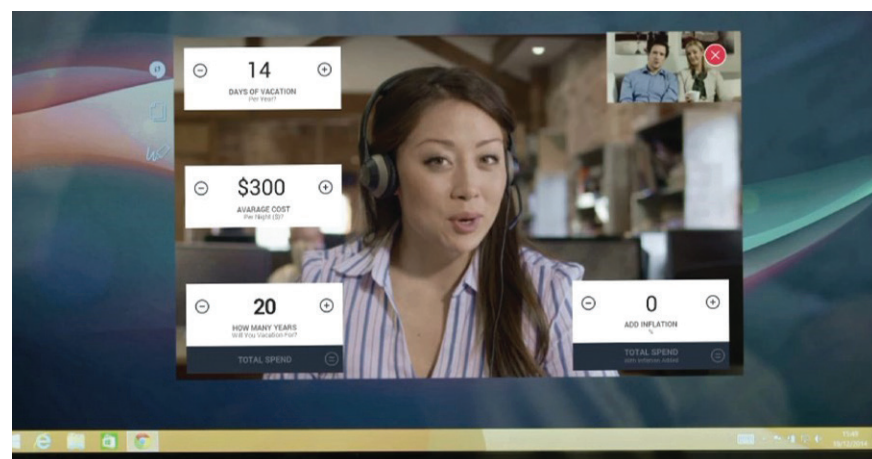
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Get more face time with your owners



RCI LiveStream supports all of the facets of conventional selling practices so you can talk to your owners and prospects face to face — anytime, from any place

With vacation ownership resorts mapping out plans to restart sales and maintain connections to owners during the pandemic, companies are trying to figure out new ways to connect with consumers.

Health experts are calling for people to adhere to social distancing requirements, and many jurisdictions are limiting travel or business operations, making global travel challenging, and creating a difficult environment for timeshare workers to connect with their customers.

While RCI LiveStream was launched several years ago, its availability has never been more important to the timeshare industry. RCI LiveStream is an easy-to-use, interactive online tool designed to boost productivity, optimize marketing funds, support lead generation, and build stronger relationships with owners and prospects.

The product is the first of its kind for the industry, developed specifically for use in a timeshare sales and marketing environment. Since its launch, resorts managers have expanded its use beyond just sales to become a complete customer relationship tool.

“RCI LiveStream enables the next step in customer care, personal sales, and employee training for the timeshare industry,” said Beverly Davis, director of Product Growth. “Our product allows customers to keep

in touch with their existing owners and establish relationships with prospects — meeting them when they want to meet, and where they want to meet on their vacation ownership journey.”

Bringing sales teams closer to owners and prospects when they can’t meet in person is the primary

benefit of the tool, as it allows people to build relationships and trust in a way that normal video conferencing and phone calls can’t. In addition, RCI LiveStream allows you to present your customized vacation ownership story to new, existing, and prospective owners through use of an engaging and compelling sales tool.

Welk Resorts, Somerpointe Resorts, Wyndham Vacation Clubs, and Astoria are a few of the customers who have recently purchased or expanded their use of RCI LiveStream both in the U.S. and around the world.

“The platform can be used virtually at any time, from anywhere, removing many of the limits of the traditional sales floor” Davis said. “It can also be used for many of the services affiliates usually provide at the resort. These range from selling and making account upgrades to educating consumers on the benefits of timeshare, and even providing day-to-day customer services.”

More than just a video conferencing platform, RCI LiveStream allows full interactivity between a presenter and a guest. Sales teams can use touch screen technology to drag and drop relevant content into their audience’s presentation, making it more engaging and interactive. Plus, the presenter has the ability to combine webcam functionality with a video presentation or onscreen graphics for heightened engagement.

RCI LiveStream also features a robust reporting tool that can provide important

performance indicators. The metrics are tracked, by sales person, and includes the number of presentations, the duration of each one, and the amount of time spent on each topic. Another feature that sets LiveStream apart from other virtual tools is the ability to create a script that’s visible only to the sales person. The scripts are useful for keeping the presentation succinct, while ensuring all relevant highlights are included in the presentation.

“Customers have told us the script feature makes it faster, easier, and less expensive to onboard new sales associates,” Davis continued. “By using RCI LiveStream for employee onboarding and training, people can be ready in weeks instead of months.”

RCI LiveStream isn’t just for sales presentations as the platform can be leveraged for any interaction with owners, including new member welcome calls, answering follow-up questions from new purchasers, and integrating multiple tasks into a single call, resort updates, owner messages, and upgrade offers.

RCI LiveStream is available for RCI affiliates, but can also be purchased by non-affiliated resorts. Customers can inquire about RCI LiveStream by email at rci-resortservices@rci.com.



Beverly Davis,
RCI Director of Products Growth

RCI LiveStream is an easy-to-use, interactive online tool designed to boost productivity, optimize marketing funds, support lead generation, and build stronger relationships with owners and prospects.



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Meet Deanna, September Survivor

Although I had wonderful caretakers during my cancer journey, there is certain truth to the cancer patient "taking care" of everyone else during their diagnosis and treatment. We do this initially when we share our diagnosis with loved ones, all the while assuring everyone that we will be alright.

After the initial diagnosis news, there is further distribution of the ongoing treatment information. This is usually told to us by the medical providers as a straight forward prognosis. Then the cancer patient tweaks the information a little bit to smooth out the edges and make tricky news digestible so our loved ones do not stress.

Now that the cancer is finally gone, the ongoing questions is, "How are you doing now?" My normal answer is, "I'm fine" as I don't want to burden anyone with the feelings of grief, depression, and fear that visit me in waves throughout my recovery

This emotional empowerment vacation will give me a safe place where I can practice self-care and selflove.

Instead of taking care of other people, this will be a time where I will focus on myself, my healing, and taking care of myself. Please, Send Me On Vacation, fly me to a place where I can replace the pain and the emotional scars that breast cancer has left behind, I'm ready to relax and grow and flourish.

Deanna



Survivor Deanna

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6 Steps to Writing Successful Social Media Sales Copy

By Victoria Munson

Copywriting is understanding how to sell to your readers with action and emotion. Although you may be the best writer in the world, the writing may or may not drive site traffic, and make them into conversions.

Conversions are what transform leads into sales. Regardless of what you're selling, your copy should help you sell it; however, that all depends on your content marketing strategy. Simply improving and testing that copy can help boost conversion rates. Therefore, having a great copy is essential to your business.

Here are six ways to boost your copywriting skills and increase conversions.

1. Make Headline Clear And Engaging

"Most people tend to look at the headline before deciding to read on or not," says Stacey Fraizer, a business writer at Last minute writing and Writinity. "Your first job, as a copywriter, is to make that initial greeting to your readers. Since the average attention span is around eight seconds, you have to make that headline count. Having a clear and engaging headline is the draw that brings people in, and convinces them to read on."

2. Write For The Reader

As you write your copy, consider this question: "Would I click on this?"

In other words, step into the readers' shoes, and figure out what they want and what they don't want. This minor role-play is effective, since it helps you avoid writing the wrong things in your copy, and keep readers' attention. When you do that, you'll increase your chances of turning leads into conversions.

3. Do Your Research

Content without accuracy gets you nowhere on the web today. Your readers count on you to give you accurate information, and be authentic throughout your writing. So, when you're researching, you need trustworthy sources, not Wikipedia. Many professional copywriters will tell you that they would spend much of their day looking stuff up online before they even start writing.

4. Be Genuine

As you do your research, remember that authenticity is everything in a copy.

When you're looking for something to buy, you want to be able to trust what you're buying. This is especially true for a new business or startup – people want to trust that new business or startup, or else they won't be comfortable throwing money away on a new product or service.



You need to create content that does more than just persuade your customers that your product or service is worth checking out or buying. When you look at other brands (especially some of your competitors), they'll most likely have their own strategies on how to talk to the people, such as sounding sophisticated, formal, or distributing more than enough information to their audience.

Though, it's not enough to just copy other companies' strategies. Rather, the key here is to be authentic – communicate with your own voice. If you're not sure how your voice should be, try out different tones and formats, and see which ones have the best effect on people – try it on your marketing team, and see what they think.

5. Tell Stories

"Stories are a powerful copywriting tool, because that's what makes it fascinating and memorable," says Keira Barlow, a marketing blogger at Draft beyond and Research papers UK. "Stories are what draw people in; they make them curious to know what your product is about, and why they should care about it."

As you tell your story, consider the following questions:

- How can you turn your product into a story?
- Can you explain where the idea for your product came from?
- What were the challenges that you had to overcome when developing the product?
- What were your testing procedures like?

6. Have A Call To Action

A good call to action should say and do the following:

- Be specific
- Stand out among anything else, AND
- Respect the possibility that a person isn't ready to buy yet

A call to action can be a rhetorical question or problem, or simply asking the community for ideas about a certain topic. No matter which route you take, you'll need to explain how readers will benefit from your product or service.

Conclusion

It's understandable that crafting the ideal copy is hard work. That's why you'll hear how professional copywriters are constantly busy scouring the Internet, doing research for their businesses. However, by following these simple steps, and testing your results and adapting over time, you'll start seeing your conversion rates soar.

Victoria Munson is a business reporter at Assignment help Glasgow and Gumessays.com. She reports on the latest events and trends in digital marketing and technology; and she analyzes and interprets news stories for all audiences in many different languages.



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7 Strategies To Use Instagram Stories To Help Promote Your Business

By Molly Crockett



Using Instagram 'Stories' is the leading trend to inviting an open conversation between you and your followers and is a great way to invite hype and intrigue.

It's no secret Instagram is becoming a leading tool in growing brand awareness. Using Instagram 'Stories' is the leading trend to inviting an open conversation between you and your followers and is a great way to invite hype and intrigue. We've put together a few examples of ways to invite that interest that are easy to set up and effective.

Behind The Scenes Content

People are curious; they want to know what goes into creating a business and a product. Showing honesty and transparency into what you do will help to create a trust between you and your followers. Taking your viewers behind the scenes, whether it's to show them production or creation, to conduct interviews, or to 'visit' your office space, inviting them to see this will intrigue them further into what you are doing and how you're going about it.

Q and A's

A great new feature of Instagram Stories inviting conversation and perhaps introducing some intrigue is the Q&A option. This allows anyone who follows you to ask a question about your business or product. "Adding a face or even a selection of faces behind the brand will create a better connection and an open conversation between you and the audience. We've seen it with bigger brands creating characters of your workers, explaining what they do and how they do it. "It's also an insightful way of learning about your audience," writes Olivia J. Hurst, project manager at Study demic and Uktopwriters.

Polls

Another great feature of Instagram Stories are polls. This is a great way to find out what your audience wants to see and what content is

working. Using polls can increase interaction leading to more clicks to your page and your website, which is perfect for seeing if your customers are responding well to products, getting direct feedback, or conducting research. Polls can be used for upcoming releases; when your audience wants to see a product; and what they prefer about your business.

Countdowns

This feature again uses interaction between your business and followers. Putting a countdown feature on your stories can invite others to share this countdown on their stories and save it so they know when your next product is going live. It invites hype and anticipation towards your brand. As a result of using the countdown feature, you'll be able to analyze the data and see how many people are using the countdown feature and if it is successful in publicizing your business.

New Post Announcements

Most businesses question using this Instagram feature to help promote new posts, but actually the success rate of people clicking and visiting your page will increase. It's simple. Once you create a new post, share it with your story so your followers can see it. Because of Instagram's algorithm, receiving likes and comments on a new picture can take time as new posts can get lost down the end of the page, depending upon audience engagement. By adding your new post to the stories feature, it will appear at the top of the stories page for your audience. That way they can click onto it immediately.

Competitions

Host a competition on your Instagram story to create hype around a new product or release.

This will invite new engagement with your audience and perhaps more page views. You can do this a number of ways: by making a time limit – perhaps 24 hours to enter and submit – and have people enter their email or contact details through answering your story. You can also link to your competition through your story, therefore making it necessary for them to visit your main page and website. Creating an urgency and intrigue is what will make people interested in your brand.

Go Live

"More and more businesses are choosing to go live to talk directly to their audience," writes Connie K. Raymo, business blogger at Academized and Elite assignment help. "This feature will drive more engagements and interactions which is what you want for your business to stand out and succeed. Starting a live interactive event can also drive your page to the top of the list on the Explore page which is perfect for inviting new followers." Answer questions directly about a product, unveil a new product, or even talk about 'behind the scenes.' You could even host a virtual event.

Enjoy these Instagram story features and use them wisely; don't oversaturate your followers with endless content; make sure there's thought and effort put behind each one. You want to share quality content over quantity.



Molly Crockett is a successful marketing writer. She is featured at Revieweal.com and Coursework writing service. Molly regularly shares her unique lifestyle tips and personal development advice with her audience and writes for Studentwritingservices.com.



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Resort Budgeting Tips in the “New Normal”

By: Ray Bastin, CPA, CGMA, Partner, Withum
and
Lena Combs, CPA, CGMA, RRP, Partner, Withum

Resorts should consider adding a realistic additional amount for bad debts for the coming year(s) as owners cope with their own family budgets and the impacts the pandemic has had on their disposable income.

As resorts are approaching the budget season in a year that has seen the industry impacted harshly by the COVID-19 pandemic, management and boards will have to address new issues that many have not had to previously deal with. Collection of maintenance assessments could be problematic and show an increase in delinquencies. Housekeeping maintenance efforts needed to cope with the pandemic could increase costs substantially. Rental income could decline due to a decrease in travel and lower occupancy rates.

The following presents some tips that boards can adopt during the budget preparation process to help better their position for dealing with

the uncertainties of the coming fiscal year(s).

Be Honest about Bad Debt

Bad debt has historically been an area of overly optimistic budgeting. Since the Great Recession, collections have seen some stabilization, but in general did not climb back up to pre-recession levels. The pandemic and current world travel situation is likely to exacerbate this situation for most resorts. Fortunately for many, the pandemic came at a time where the majority of collections had already taken place for the year. However, looking forward to 2021 and beyond, there is likely to be

a rise in delinquencies as resorts prepare to assess for the upcoming year. Management and boards should take a hard, pragmatic look at the expected bad debt for the coming year as this will be key to formulating the rest of the resort’s budget. Basing bad debt expense on historical data is a good start, but the budget preparation should take into account that historical data will not be as relevant in the upcoming year(s). Resorts should consider adding a realistic additional amount for bad debts for the coming year(s) as owners cope with their own family budgets and the impacts the pandemic has had on their disposable income. Until the economy and the travel and leisure industries recover, more owners

are likely to shift their finances to essential expenses which could, in turn, have a direct negative impact on maintenance fee collections.

Factor in Additional Costs Needed to Make the Resort Experience Safe

“The new normal”: a phrase that has come to the forefront during the pandemic but is still yet undefined. What was done before the pandemic may not be acceptable post-pandemic. Surveys conducted in recent months by leading research firms have revealed that leisure travelers want measures taken to increase their health and safety at the resorts they travel to. And number one on that list is intense room cleanings. Also high on the list are other protective initiatives, such as hand sanitizing stations, personal protective equipment for resort staff, and air purifiers, to name a few. Adding these safety measures, as well as the additional time to clean



rooms and turn them around for the next guest, will most certainly increase a resort's housekeeping budget. Further, permanent structures installed to promote social distancing at the front desk, restaurants, gyms and other public gathering places within the resort will increase the maintenance budget for both the installation and upkeep. One potential option is to use accumulated replacement reserve funds rather than operating funds to pay for the improvements, when those improvements are to the common property and in compliance with regulations.

The key is to start planning for those changes now. Research what vendors can supply your resort and negotiate with each of them for the best possible price. Any savings that can be made in this area will help the overall budget and help stabilize the effects of cost-cutting measures in other departments.

Cost Savings in Other Areas

For resorts in the budgeting process, there are other considerations about potential cost savings and measures to take that could provide additional relief as bad debt, maintenance and housekeeping costs are likely to rise. Additional ideas for research and consideration are:

- Cross-train employees to fully utilize all staff and eliminate duplicate efforts.
- Look for energy-saving opportunities, such as more efficient systems, bulbs, automatic switches, etc.
- Leverage technology to automate processes, where possible.
- Streamline food and beverage operations to reduce waste.
- Review property taxes and insurance for a potential decline in value and other cost savings opportunities.
- Outsource some functions, if it is cost-effective.
- Review employee headcount and inventory levels for potential savings.

The bottom line is that cost discipline is not optional, and the budget should accurately reflect the efforts made. The key is to find cost savings measures and initiatives that do not jeopardize the resort's long-term sustainability. It is extremely critical to provide high

guest satisfaction for a resort's long-term financial viability.

Don't Overestimate Rental and Other Income

The goal of any board is to provide its owners with a financially healthy resort while also keeping maintenance fees as low as possible to fund operating expenses and future capital replacements and repairs properly. To meet that goal, one option that a resort can consider is to increase the rental and other non-membership types of income to help defray the costs of operating the resort. The higher the amount of other income, the less the amount of maintenance fees is required from owners. Given the uncertainty the pandemic will play in the coming year(s), management and boards should be conservative in the amount of rental and other income they include in their budgets.

In reality, the budgeting process for the foreseeable future will be fluid and may require on-going change as more facts about what the "new normal" means and looks like is determined. Although management and the board are tasked with proposing a budget to determine assessments, it could be prudent to have plans for modifications as further facts and circumstances are made known. The vast majority of vacation ownership resorts have to deal with the fact that the upcoming budget process will be anything but normal. If management and boards are proactive in planning for what steps are necessary to take on these challenges, the budgeting process will involve less uncertainty and a favorable outcome for both the resort and its owners is more likely.

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Remember the old 'Brown Bag Lunch' sessions resort team members used to have before COVID came steamrolling into our lives? That's what Resort Trades wishes to create virtually: informal, 30-to-45-minute get-togethers to share and hear how other resort professionals are handling specific issues.

Go to ResortTrades.com/LearningCenter to register, view previous events, or to submit ideas for a future session. We've got three classes lined up for September. So, bring a sandwich and join us for lunch (or brunch for those on the West Coast).

The September Virtual Learning Curricula

September 11; 1:00 p.m. ET: "Take Responsibility For Your Emotional Wake"

Debra Crombie, President of Sterling Training Group and former VP, Talent Development for Bluegreen Vacations, provides tips on how to successfully navigate difficult conversations and elevate your conversations.

[Learning Center Track: PERSONAL DEVELOPMENT]

September 25; 1:00 p.m. ET: "Promoting Value"

David Stroeve, of ADS Consulting, shares six creative ideas for unlocking the key to what he terms "the 8-second sale." Look to have numerous, exciting "ah-hah!" moments.

[Learning Center Track: SALES & MARKETING]

More sessions may be announced, so visit ResortTrades.com/LearningCenter to register, view videos of past events, and for more information.

Debra Crombie, to present "Your Emotional Wake"

Pro Tips: How To Successfully Navigate Difficult Conversations & Elevate Your Communications

By Wendy Poe

If you can get comfortable with confrontation, you will take your leadership skills to another echelon. Conflict is inevitable, yet the best leaders use tough situations to grow and understand different perspectives. There are significant financial impacts to not resolving conflicts in the workplace including stress-related illness, failed projects and even personal attacks. While delivering difficult messages can be uncomfortable, the positive payoffs in "emotional capital" are undeniable.

In 2002, Susan Scott wrote her groundbreaking book, *Fierce Conversations*, to give business leaders (and friends and parents) a thought-provoking framework to elevate their communications with skillful and courageous

dialogue. Her basic premise is that our conversations ARE the relationship and we succeed or fail -- one conversation at a time. Her principles and training tools were formulated from 14 years of executive think tanks. Her firm, Fierce Conversations, Inc. has trained and certified thousands of leaders in their methodology through Executive Coaching, Training and Leadership Programs.

Working with the end in mind, Fierce Conversations seeks to help devotees effectively assess challenges and tackle them head-on, while prompting deeper learning and more meaningful relationships.

The Seven Principles of Fierce Conversations®

- Principle 1: Master the courage to interrogate reality.
- Principle 2: Come out from behind yourself, into the conversation and make it real.
- Principle 3: Be here, prepared to be nowhere else.
- Principle 4: Tackle your toughest challenge today.
- Principle 5: Obey your instincts.
- Principle 6: Take responsibility for your emotional wake.
- Principle 7: Let silence do the heavy lifting.



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Debra Crombie, President of Sterling Training Group and former VP, Talent Development for Bluegreen Vacations, received her Fierce Conversations certification in 2010 while working with World Travel Holdings. Their mission was to be able to inspire effective coaching conversations and improve executive communications. 96 leaders went through the program with widespread executive support. Within 12 months they were astonished at the “massive transformation in performance metrics and associate satisfaction,” Crombie shared.

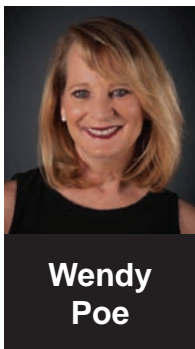
Crombie still uses the principles daily to help leaders cultivate top-notch talent and work smarter, not harder. On September 11th from 1-1:30 PM EST, she will bring Fierce Principal # 6 to life: **Your Emotional Wake.**

- In a brief 30 minutes, participants will:
- Understand why having a structure for challenging conversations is helpful
 - Be knowledgeable about the principles & how to prepare for a difficult dialogue
 - Increase confidence in resolving conflicts in the workplace or at home

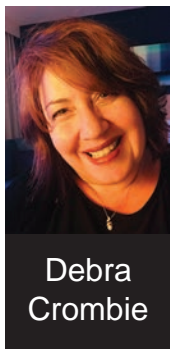
This session kicks off a new virtual Learning Center series for Resort Trades -- monthly quick blasts of actionable advice and contemporary leadership expertise. Register today at www.resorttrades.com/LearningCenter

Wendy Poe is a Customer Experience executive and recognized timeshare industry expert, honored to have led some of the most celebrated Marketing,

Brand Communications & Customer Care teams in America.

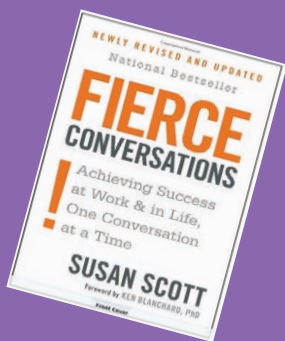


Wendy Poe



Debra Crombie

Recommended books for conflict resolution:



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July 16 -- Innovative Sales and Marketing, with Shari Levitin & Ron Roberts

August 13 -- New Rules for Owner Communications, with Lisa Kobek & Sean Coogan

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"New Rules for Owner Communications"
Presented on August 11, 2020



Since 2014, Lisa Kobek has been EVP of Client Services and Operations with CustomerCount®, which is an online enterprise customer feedback solution designed specifically for the hospitality industry. Kobek will advise listeners on best practices to use for communicating with owners in engaging and relevant dialogue.

Sean Coogan is the Vice President of Resort Operations at Welk Resorts, one of the most respected independent brands in the vacation ownership industry. He has much to share about Welk's survey structure, how he analyzes data, and how to motivate and retain the best employees.



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Eastern Slope Inn, Case Study in Resilience

By Sharon Scott Wilson

When the management team at Eastern Slope Inn in North Conway, New Hampshire, was ordered to close on April 6 due to COVID-19, their first thought was, "How can we help?" The governor's order meant that lodging properties are only available for essential workers, victims of domestic abuse, and people who need to quarantine away from their families.

The historic 1926 Inn was bought and restored in 1980 by Joe Berry of River Run Company, who is assisted by Project Manager Alec Tarberry, Esq.

"The governor announced that lodging properties must suspend accommodations for nonessential purposes," said Tarberry. "We have not taken any guests since closing about a week ago," we were told in early April. "But we're considering the possibility of housing healthcare workers if needed to support our local hospital."

Once the word came, the team reached out directly to incoming owners and guests via phone calls and email. Another early call was to work with lenders to increase their access to credit.

One of the toughest results of the pandemic was its effect on the resort's staffing. Prior to the closing of the property, the resort had never done a lay off in the 40 years since Joe Berry purchased and renovated the property. Employees were offered the option of being furloughed if they did not feel comfortable leaving their home. But once they shut the doors, there was simply no need for many team members who were also temporarily laid off. "We continue to pay the health insurance premium on behalf of all of our staff, including those who have been furloughed," Tarberry said in mid-April.

We spoke to Alec in late June to learn what steps management took when it came time to reopen Eastern Slope Inn.

TRADES: First of all, Alec, did you manage to house first responders?

TARBERRY: Fortunately our area did not have many COVID-19 cases so there was no need to bring in more first responders to the area.

TRADES: Can you describe Eastern Slope Inn a bit for me in terms of size, number and types of units, number and type of staff, and number of owners/members?

TARBERRY: The Eastern Slope Inn Resort consists of 230 vacation ownership units, all located in historical North Conway Village in the White Mountains of NH. Although we are located in a famous ski town, our summer and fall foliage seasons are even busier than winter!

Our units range from hotel rooms and studios to large 3 bedroom suites, as well as cottages. We are vertically integrated so we have almost 40 staff who keep the resort running smoothly.

TRADES: Describe your owner base. Where do they hail from? What do they own and when did they typically purchase? What would you say is the personality of the typical owner?

TARBERRY: We have about 7000 owners, mostly from New England, but we have many owners from Canada as well. We have many owners who originally purchased in the 80's or 90's, but we are still in active sales so we have many new owners every year.

Our owners love the outdoors and appreciate the opportunity to be surrounded by mountains, crystal clear rivers, and great attractions and restaurants. Most of our owners are families who also enjoy visiting Storyland, Santa's Village, our ski areas and waterfalls.

TRADES: What are a few of the highlights of your location? Why do owners purchase?

TARBERRY: Our resort is the only resort located in historic North Conway Village, with locals shops and great restaurants. We're also situated adjacent to the Saco River, which has water clear enough to compete with any tropical resort.

From our resort, our owners are less than a 25 minute drive to every activity imaginable – the only exception is the ocean!

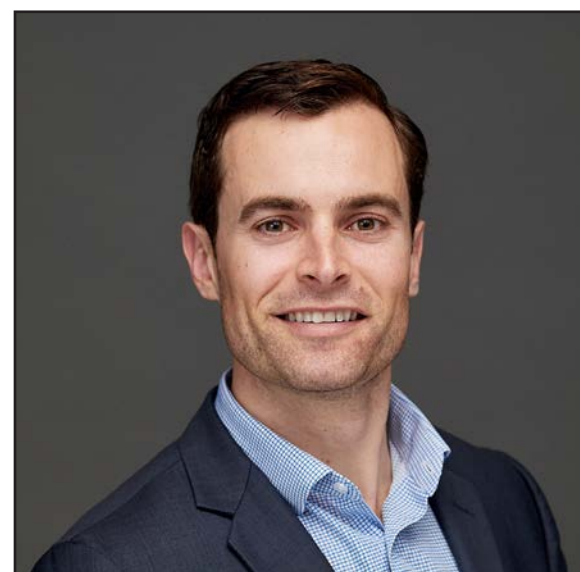
“I started working in the maintenance department when I was 12!”

TRADES: How did you, personally, come onboard at the inn?

TARBERRY: I was quite literally born into the business, as my father (Joe Berry) is in his 40th year as the developer of the resort. I started working in the maintenance department when I was 12! I went away for college and grad school (JD/MBA), then worked for some commercial real estate companies in Boston. I returned to work in the business in 2018 at the age of 33.

TRADES: We understand you recently had your first weekend of reopening after the governor of New Hampshire's mandatory shut-down lifted. How did that go?

TARBERRY: Our reopening weekend went very well operationally, as we had a few months of being closed



Alec Tarberry

to get prepared! We also used the time we were closed to complete renovation projects, and with no guests on-site we found some efficiencies.

TRADES: What advice would you give resort operators who are trying to reopen or who have recently reopened their projects? What lessons have you learned so far?

TARBERRY: Our management team was able to put themselves in the shoes of the guest and think through every step of the new guest experience. Through that process we tried to think of every hiccup that a guest could experience and were prepared with solutions.

TRADES: How does the future look for Eastern Slope Inn would you say? Were you able to put your staff back in place? Do you have or do you anticipate any drop-off in annual maintenance fees or mortgage payments?

TARBERRY: The future is looking bright here at The Eastern Slope Inn. We are a "drive to" destination and there is a lot of pent up demand to vacation. We have been able to bring back all of our staff and are looking forward to a busy summer!

We have only seen a slight dip in annual fees and finance payments, but we are being as flexible as possible and working with our owners on an individual basis

TRADES: Are there any life lessons you feel you and/or your staff has learned through this period?

This period has reinforced how important it is to have a great team who is dedicated and can rise to the occasion. In hospitality the guest is the top priority, but I believe the guest can only have the best possible experience when the business puts their employees' needs first. Our team is the best asset we have and when they are happy, the guest is happy.

Sharon Scott Wilson is Publisher of Resort Trades and Golf Course Trades magazines. Join us as

we begin a series of webinars called, "The Resort Trades Lunch Bunch." Our first Lunch Bunch (or Brunch if you're on the West Coast) begins at 1:00 p.m. Friday, September 11, 2020. Register online at ResortTrades.com/LearningCenter.



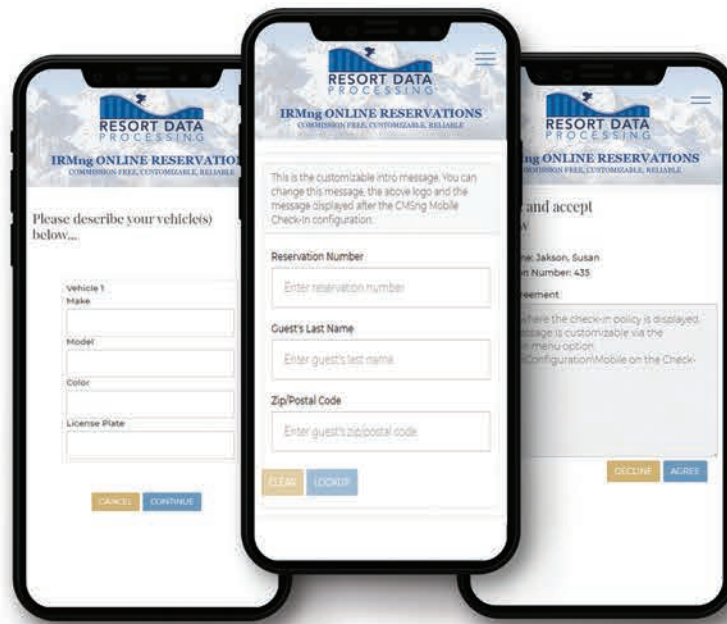
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Weed in the Workplace

Employers Struggle with Growing Marijuana Use

By Phillip M. Perry

Illicit drugs are increasing in the workplace. And marijuana is leading the way.

What should employers do? The answer has become more complicated with the growing number of states legalizing cannabis for medical and recreational use. Should drug tests even include marijuana anymore? If they do, and evidence of marijuana use pops up, should employees be penalized? And further: Do employers have to accommodate for the medical use of marijuana under the federal Americans with Disabilities Act, or state human rights laws?

Impaired workers

Such questions are moving to the front burner as employers face a greater risk than ever from a growing culture of impairment that shows no signs of tapering off any time soon. Workforce drug positivity hit a fourteen-year high in 2018, according to a new analysis from Quest Diagnostics, a leading provider of drug test information.

For a growing number of individuals, cannabis has become the illicit drug of choice. "Marijuana is the second most widely abused substance nationwide, after alcohol," says Amy Ronshausen, Executive Director of Drug Free America Foundation, Inc., St Petersburg, FL. (www.dfaf.org). "According to a survey by drugabuse.com more than one in five respondents said they use marijuana recreationally at work during work hours. Nearly five percent admitted to daily use and more than 13 percent use it more than once a month."

Why the sudden upsurge? It's clearly due to the growing acceptability of marijuana by society in general. "The legalization of marijuana on the state level has continued to grow since California first allowed the drug's use for medical purposes in 1996," says Joe Reilly, President of his own drug testing consulting firm in Melbourne, FL. (www.joereilly.com). "Typically, states will first pass legislation legalizing medical marijuana. Later they allow its recreational use." Thirty-three states now have medical marijuana statutes. Ten states plus the District of

Columbia allow both recreational and medical use of marijuana. And the numbers grow every year.

Legalization makes marijuana more socially acceptable. "When a substance is legal and has massive amounts of marketing behind it, there are going to be more consumers," says Ronshausen. "This is concerning because we are talking about a substance that is impairing people and has a significant impact on health and public safety."

A costly habit

For employers, the downsides of marijuana are clear. "Workplace drug abuse is costly in terms of lower productivity, higher tardiness and absenteeism, greater use of medical benefits, and increased incidents of pilferage and shrinkage," says Dee Mason, President of Working Partners, a consulting firm based in Canal Winchester, Ohio (workingpartners.com).

Legalization makes marijuana more socially acceptable.

And then there is the liability. As marijuana becomes more popular, employers face a greater risk of lawsuits when dealing inappropriately with individuals under the influence. "It's critically important for any business to protect employees and the public," says Reilly. "At smaller companies especially, one accident can be devastating."

Unfortunately, designing workplace policies that call for appropriate responses to marijuana use is easier said than done.

"Employers are struggling to adapt to changes in state marijuana legislation," says Faye Caldwell, managing partner of Caldwell Everson PLLC, a Houston-based employment law firm specializing in workplace drug testing (caldwelleverson.com). The biggest problem is that marijuana laws vary so widely by state. "Each state has different requirements for employers, and many of the laws are quite vague."

Confusing laws

Two things are certain: In every state it is allowable to have a policy that prohibits the use of marijuana on the job, and prohibits an employee from being impaired while on the job, says Caldwell. But beyond that common framework, variety abounds.

"Some state marijuana laws are more favorable toward employers, and others are more favorable toward employees," says Reilly. "For example, in some states you cannot discriminate against workers in non-safety sensitive positions who need marijuana for medical reasons. In such cases, allowing offsite smoking might be a workable accommodation. In other states you may be allowed to terminate a worker for medical use of marijuana, even if he or she is not in a safety sensitive position."

Furthermore, some laws seem complex. "In Nevada, the law says that employers cannot refuse to hire someone who is using marijuana legally in the state," says Dr. Donna R. Smith, Regulatory Compliance Officer in the Tampa Bay, FL office of Workforce QA, a nationwide third-party administrator of drug free workplace programs (wfqa.com). "On the other hand, the same law states that once the employee is hired the employer can test for drugs and terminate for positive results if the employer has announced that no marijuana use by employees will be tolerated."

Another: "In Illinois, the statute says that employers can have zero tolerance policies for marijuana use and can test for marijuana," says

Smith. "But employers cannot take any action against employees unless it can be proven they used the marijuana on company property while on duty, or were impaired by marijuana use while on duty, or used marijuana while on a call to perform customer services."

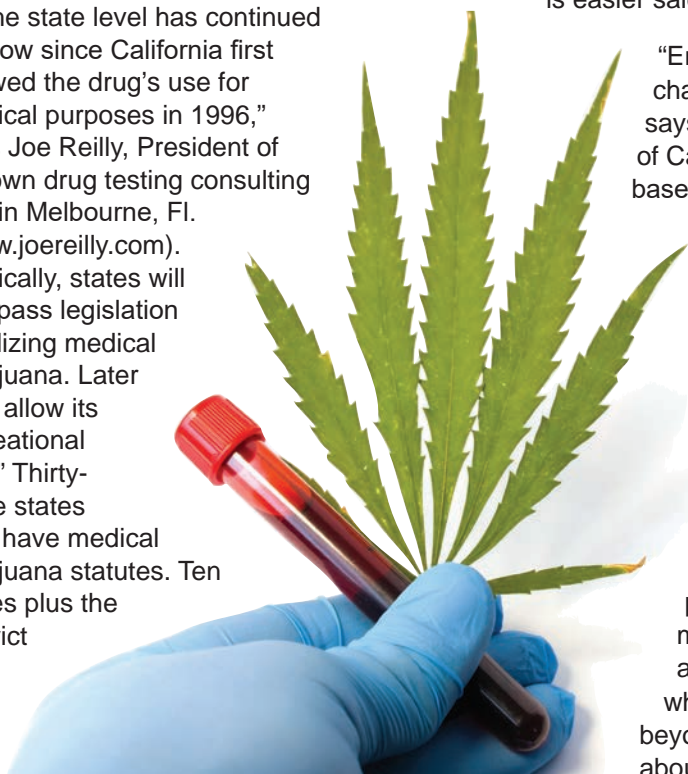
Legal confusion can often be mitigated by case law—that vast body of rules arising from actions in the courts of the land for every nook and cranny of the legal universe. Unfortunately, there is little help from this channel when it comes to marijuana use. Says Caldwell: "Because the laws are so new, there is not a lot of fill-in detail that might come from a history of court cases or other regulatory action."

Employers at one time could fall back on a general appeal to the federal ban on marijuana, figuring it trumps state law. No longer. "The fact that marijuana use is federally illegal, as a criminal matter, does not mean that states cannot legislate employment status," says Caldwell. "Employment is generally a state matter."

Employers also need to be aware that some municipalities have passed laws about marijuana. A new law in New York City states that you cannot test for marijuana usage except for safety sensitive positions. The law is scheduled to take effect on May 10, 2020.

Workable policies

If employers must deal with a patchwork of state and city laws, the end result is often a confusion





that causes delays in formulating and implanting workplace drug policies. “Business leaders have not really been talking about this topic as they should,” says Reilly. Delay can be costly. “Companies that do not invest the required time and effort to adjust their workplace policies end up making hasty employment decisions. And those often lead to lawsuits. Maybe they get sued, for example, for terminating or denying employment to someone who fails a marijuana drug test.”

So how do you design policies that create safe workplaces while protecting your business from lawsuits? “I encourage employers to seek legal counsel,” says Reilly. “Then decide how the business’s current workplace policies need to change to conform to state laws.”

Reilly points out some common areas. “Suppose your existing policy calls for termination when an employee fails a drug test. Should you change the policy to allow exceptions for legitimate marijuana medical use? And what if the employee is in a safety sensitive position, such as operating a forklift, or working on building roofs, or working with children? You cannot allow people to work in such positions while under the influence of marijuana. Will you terminate them, or accommodate by moving them to safer positions when possible?”

The answers to all of those questions must conform to state law. The specifics about current and changing laws are important, but so is a sensitivity to larger issues that can impact policy decisions. “To come up with workable policies, employers need to evaluate the nature of their workforce, the presence of safety-sensitive work positions, and the availability of prospective employees,” says Caldwell. “The last factor can be of particular importance given the greater number of people using marijuana

and the low unemployment numbers in many areas of the country. The employer with too restrictive policies may not be able to hire enough otherwise qualified applicants to fill the available jobs.”

The solution can often involve balancing safety with liability. “Employers need to reach some sort of balance between the creation of a safe workplace and the risk of litigation,” says Caldwell. “Reaching that balance can be difficult. For example, an employer may be tempted to state that accommodation for marijuana use will only be provided to the extent mandated by law. However, that employer needs to not only look at marijuana laws, but also consider the disability and human rights laws that may provide protection in a given state.”

Testing for marijuana

One thing is for sure: Employers may still outlaw on-site use of marijuana. “In states where marijuana is legal, you can still ban its use in the workplace, just as you can with alcohol,” says Reilly. “Nothing in the statute prevents an employer from maintaining a drug free workplace, whether for medical or recreational purposes.”

That sounds good on the surface. But a problem has arisen with the packaging of marijuana in new forms. “We are not just talking about a joint which would be easy to see and smell,” says Ronshausen. “We also have products like granola bars, soda and candy that contain marijuana. Without actually looking at the packaging how would you know employees are using the drug?”

One way to spot use is, of course, to test. We have already seen that states are complicating this issue with a patchwork of laws that dictate when testing can and cannot be used. And

there’s another problem: No marijuana test has yet been devised that can indicate impairment. That’s a big difference from alcohol testing.

“Normal workplace drug tests can only reveal that an employee has recently used marijuana—not that the employee is actually impaired at any given point in time,” says Caldwell. While blood tests can reveal the level of marijuana, currently no consensus exists as to what level signifies impairment.

Indeed, the new methods of ingestion can result in blood test variances. “While smoking marijuana can result in a quick spike in THC blood levels, that is not the case for other methods of ingestion,” says Caldwell (THC is the principal psychoactive constituent of cannabis). “While ingesting marijuana as an edible, some people might appear very impaired, but their blood levels of THC might never climb very high.”

If it all sounds too complicated, why not just avoid the issue as much as possible? “Some employers are deciding to stop testing for marijuana, because of the complexity of the issues, litigation risk and limited availability of workers,” says Caldwell. “And in those states that prohibit adverse employment action for off duty recreational marijuana use, employers may wonder if any purpose at all is served by such testing.” Whether a test ban is a good idea depends on the laws of the state or states where your business is located, and the nature of your business.

And putting a halt to testing is no panacea, says Caldwell. “Not testing poses its own risks—such as decreased productivity and employee safety issues.”

Indeed, a total testing ban can keep the employer from determining if a certain accident was caused by marijuana use. “If I



were advising an employer who was adamant about dropping their marijuana testing, I would urge them to at least test for marijuana post-accident,” says Reilly. “They should also test any time an employee is exhibiting signs and symptoms of some drug influence.”

Communicate with employees

Testing, then, may not disappear from the workplace anytime soon. But if testing alone can't cover all the bases, how does an employer know an employee is impaired by marijuana use? “There is no exact answer,” says Caldwell. “I encourage my clients to train supervisors to spot behavior that is characteristic of impairment, and to have policies that call for specific steps to take.” Suppose, for example, an operator of a forklift or other heavy equipment is seen to be acting in an erratic manner that might suggest use of marijuana or other drug. “Your policy might call for steps such as writing a report on what is observed, having the employee take a drug test, and removing the employee temporarily from duty.” These policies, like any that touch on drug use, must be approved by an attorney knowledgeable about your state laws.

Whatever the decision your business makes on drug policies, communication with the workforce is critical. “I like a lot of transparency on this topic,” says Caldwell. “Let your employees know your policy and if it calls for accommodation. And give people the opportunity to do the right thing by telling them they cannot come to work impaired and they cannot use marijuana in the workplace.”

Take extra care with those employees who have said they are imbibing the substance. “I encourage employers to have candid conversations with workers who are using marijuana,” says Caldwell. “Talk with them about when they use it, how they use it, and what to do to avoid being impaired on the job.”

Insurance rates

As we have seen, the growing number of state laws legalizing marijuana is causing an increase in the use of the drug by employees. Will that translate into higher rates for employers' liability

and workers compensation insurance? Experts say it's too early to tell, but the answer could well be yes.

“It could take a few years, but we anticipate higher insurance rates in those states legalizing marijuana,” says Ronshausen. “In a study reported by the National Institute on Drug Abuse, U.S. employees who tested positive for marijuana had 55 percent more industrial accidents, and 85 percent more injuries, than employees who tested negative.” Insurance rates go up for employers who experience more accidents.

Rates may also increase for a related reason. “In those states that offer workers compensation insurance discounts to employers who maintain drug free workplaces, drug testing is required—and it must include testing for marijuana,” says Smith. “If employers decide to not test for marijuana, they risk losing their insurance premium discount.”

Tailor policies

The successful workplace policy will be tailored to the specific needs of an employer's workplace. To avoid costly errors, experts advise seeking legal counsel, looking at your state laws, updating your policies and educating your workforce.

“There is no one-size-fits-all answer to the question of a workplace marijuana policy,” says Caldwell. “We are still in our infancy on this topic. The biggest challenge right now is uncertainty.”

Phillip M. Perry is an award-winning business journalist based in New York City. He covers management, employment law, finance and marketing for scores of business magazines.



CBD Complicates Issue

Marijuana in smokable or ingestible form has been getting the lion's share of attention from employers looking to formulate a good workplace drug policy. But there's a related substance, also growing in popularity, that can cause its own problems. That's cannabidiol, popularly known as CBD. This extract from the marijuana plant is ingested for health reasons, and is not considered a controlled substance if it contains less than 0.3 percent [three tenths of one percent, not three percent] of THC, the marijuana plant extract that causes people to get high.

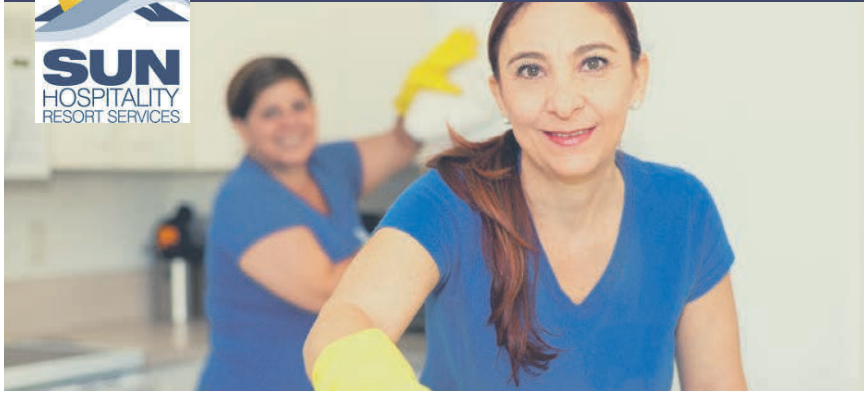
While that sounds like a straightforward guideline, problems arise because the CBD sold on today's market is not regulated. “The CBD that people are ingesting may have higher levels of THC than 0.3 percent,” says Dr. Donna R. Smith, Regulatory Compliance Officer in the Tampa Bay, FL office of Workforce QA, a nationwide third-party administrator of drug free workplace programs (wfqa.com). “Additionally, employees may be using a larger quantity of CBD than normal. In either case, the employee's drug test may detect THC above the cut-off level for a positive test.”

That can be bad, because such a test result might penalize employees unnecessarily.

So what can employers do?

Smith advises telling employees something like this:

“We are not prohibiting the use of CBD, but you are using it at your own risk because we do test for THC. If your CBD product contains enough THC, and you use it frequently enough, you may test positive for THC. You will then incur the disciplinary actions consistent with a positive drug test.”



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Mobile App Marketing: How to Successfully Build & Execute Your Strategy

By Arslan Hassan



2020 is the year of digital marketing, and you can see it reflected in the hundreds of mobile apps available at the app store. Building a mobile app is easy, but marketing the app is much more complicated than you can think. You not only have to attract customers but also leave your competitors behind.

Mobile app marketing is about creating marketing strategies to reach your users at every stage of the marketing funnel. It has three main steps: attract your target audience, acquire, and then retain them. Below are some of the marketing strategies that would guide you on how to do it.

1. Define Your Target Audience

After building a mobile app and deciding its release date, now you should be clear who your potential customers are. The mobile app should be designed for a specific group of audiences to cater to their needs. However, there can be multiple user groups for a single mobile app.

The grouping can be based on age, gender, background, mobile preferences, lifestyle, and psychographics. You are not a successful marketer if you would try to reach everyone.

Before launching the app, you should know:

- Who is your customer?
- What they value?
- Central goals of the customer.
- Challenges your customer is facing.
- What mobile Operating system your target user is using?
- What type of content does your client visit often?

2. Collect Information about Your Competitors

The next step is to know about your competitors on the market. You should collect the following information:

- Who are your competitors?
- What is unique about their mobile app?
- Who is their target audience?

Collecting information about your competitors will give you preliminary information about the target audience, projected trends, pricing strategy, promotional plan, and customer acquisition cost, etc. It can help you improve your mobile app and its offerings to make it a unique one.

Mobile app marketing is about creating marketing strategies to reach your users at every stage of the marketing funnel. It has three main steps: attract your target audience, acquire, and then retain them.

3. Make Your Mobile App Visible In the App Store

Mobile SEO is crucial to the success of your mobile application. In this marketing strategy, you have to make your mobile app rank higher in the search results of the app store. A carefully crafted SEO strategy that focuses on primary keywords, Local SEO, and long-tail keywords can make your app more visible to the target customers.

Some common SEO practices to boost app visibility are:

- Title tag – the title should be readable and relevant.
- Meta Description – salient features of the app - use keywords.
- Optimized Images – focus on one element that is the true reflection of the purpose of your app and design it in a unique shape.
- Screenshots – it shows the main features.

4. Design a Website or a Landing Page for Your Mobile App

Mobile websites are the primary source of downloading an app. A website helps you in search engine optimization (SEO) by starting to build your domain authority. With a website, you can collect or send emails to keep your followers updated and let them know the launching date of your mobile app and when you have new updates and features.

The landing page's primary purpose is to inform the customers about the app in a unique way. The landing page plays a vital role in the selling as it contains the following items: name of the app, salient features, promotional video along with images, and call to action.

5. Create a Blog

Creating a blog is an exciting way to attract potential clients to your app. The blog's primary purpose is not only to introduce the app to people but also to create interest. It also plays a role in providing more visibility. For a blog, great content is necessary. Also, incorporate an SEO strategy to improve the search engine ranking of your blog.

6. Market Your App via Social Media Tools

Social media tools are the most widely used digital marketing tactic around the globe. Facebook and Instagram are the most common, but others are equally popular. You can market your latest mobile app via these social media platforms and highlight its offerings and uniqueness to your target customers.

Social networks help you with social listening. It gives access to the data about the interests, preferences, and hobbies of the users. It allows you to customize



advertisements and reach your target audience for higher conversion.

7. Measure App Performance against Key Performance Indicators (KPIs)

This marketing step is essential to know how your app is doing. The overall performance and success of the app can be measured via the following factors:

Total number of App downloads- number of times the app has been installed. This is an early indication of how well your app is doing on the market.

Daily active users - number of people who are using the app daily.

Monthly active users - the number of people who use the app once in a month.

Daily sessions per day - how many times a user use the app in a single day?

Retention rate - the number of people who returned to the app after their first visit.

Stickiness rate - turning a monthly active user (MAU) into a daily active user (DAU).

Churn ratio - the number of users who have stopped using the app.

Our Verdict!

We are living in the most exciting era of humankind. Today you can see hundreds of mobile apps in your app store. However, to be successful, app developers need to invest in grade-A marketing efforts.

When you build up a mobile app, before launching it on the market, the first thing you should do is know about your target customers and competitors. Build a website or a landing page to understand what the app is offering and how it is unique. Additionally, you can advertise it via the blog and social media platforms.

Last but not least, never forget to measure your app's performance against predetermined KPIs so that you can get insights about the overall performance and improve where needed.

Arslan Hassan is an electrical engineer with a passion for writing, designing, and anything tech-related. His educational background in the technical field has given him the edge to write on many topics. He occasionally writes blog articles for Dynamologic Solutions, A software house in Pakistan.

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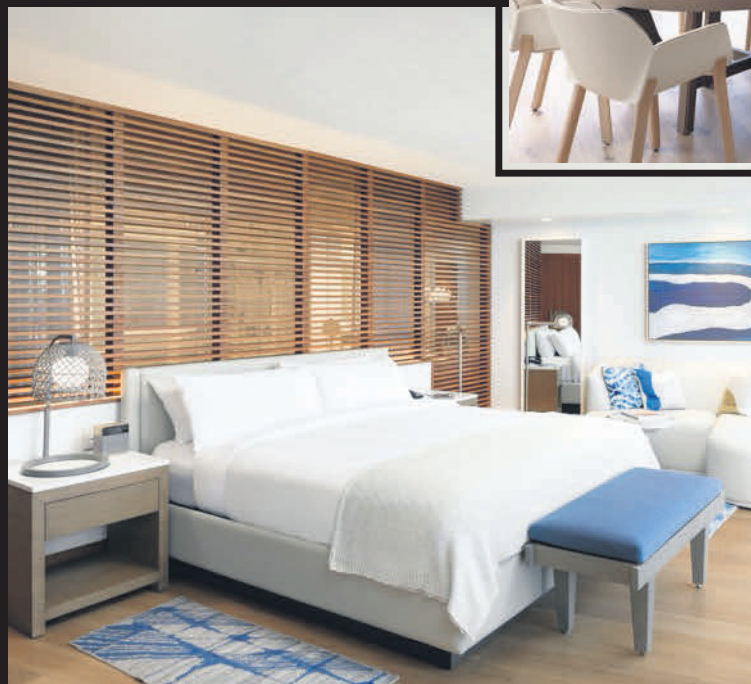
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For many years, my clients have advertised in the Resort Trades with tremendous success. The publications are widely read and widely respected within the timeshare industry. The Resort Trades has also been of great assistance to my clients by helping print our press releases and photographs. They are an integral part of any public relations and advertising plan I suggest to clients."

Marge Lennon
President Lennon Communications Group

LENDING INSTITUTIONS



Colebrook Financial Company, LLC
100 Riverview Center Ste 203
Middletown, CT 06457 USA
Ph: (860)344-9396
FAX: (860)344-9638
Email: bryczek@colebrookfinancial.com
Website: www.colebrookfinancial.com
Contact: Bill Ryczek
Specialty: Colebrook Financial Company, focusing on timeshare lending, provides hypothecation and other financing products for small and mid-sized developers and can offer loans in amounts ranging from \$100,000 to \$30 million or more. We have an innovative approach to financing with rapid turnaround, personal service and no committees. You'll always talk to a principal: Bill Ryczek, Jim Bishop, Fred Dauch, Mark Raunikaar and Tom Petrisko, each of whom has extensive timeshare lending experience



Pacific Western Bank
5404 Wisconsin Avenue, 2nd Floor
Chevy Chase, MD 20815 USA
Ph 301-841-2717 Ph: 800-699-7085
Email: jgalle@pacwest.com
Website: www.pacwest.com
Contact: Jeff Galle
Specialty: Pacific Western Bank is a commercial bank with over \$26 billion in assets. Our National Lending Group provides asset-based, equipment, real estate and security cash flow loans to established middle-market businesses. With a resort portfolio of more than \$1 billion, we are a leading lender in the resort industry. We provide \$5-\$30 million inventory loan and \$10-60 million hypothecation loan. Find an opportunity, not just a bank.



Wellington Financial
1706 Emmet St N Ste 2
Charlottesville, VA 22901 USA
Phone 1: 434-295-2033 ext. 117
Email:
sbrydge@wellington-financial.com
Website:
www.wellington-financial.com
Specialty: Wellington Financial has financed the timeshare industry without interruption since 1981. Specializing in receivables hypothecation, inventory and development loans of \$10,000,000 and up, we've funded over \$5 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With over 35 years of expertise in the vacation ownership industry, we lend to credit-worthy borrowers at attractive banks rates.

LENDING INSTITUTIONS



Whitebriar Financial Corporation
575 Mystic Drive PO Box 764
Marstons Mills, MA 02648
Phone: (508)428-3458
Fax: (508)428-0607
Email: hbvswwhitebriar@gmail.com
Website: www.whitebriar.com
Contact: Harry Van Sciver
Specialty: Receivables Financing. We can Lend or Purchase, including: Low FICO, No FICO and Credit Rejects. Fast Fundings of up to \$5 million. Non-Recourse Financing available, with no Holdbacks. We also Finance Inventory and HOA's, and assist in Workouts. Resort Equity and Bridge Financing available.

MANAGEMENT & OPERATIONS



Capital Vacations
9654 N. Kings Hwy. Suite #101
Myrtle Beach, SC 29579
Phone: 843-213-2383
Email: hello@capitalvacations.com
Website: www.CapitalVacations.com
Contact: Alex S. Chamblin, Jr.
Specialty: Capital Vacations is a vacation ownership and hospitality organization which provides quality, customized management services for the timeshare industry. Capital Vacations is composed of three proven management organizations (SPM Resorts, Defender Resorts and Capital Resorts Group). Combined they have more than 70 years of experience managing resorts and offering services from human resources, accounting, operations, marketing and sales.



Getaways Resort Management
PO Box 231586
Las Vegas, NV 89105 USA
Phone 1: (844) 438-2997
Email: tjohnson@getawaysresorts.com
Website: www.GetAwaysresorts.com
Contact: Thomas A. Johnson
Specialty: When you need winning strategies, not just promises from your resort management company, put GetAways more than 25 years of resort management experience to work for your resort. With close to 50,000 owners/members under management in four countries, GetAways has a proven reputation for providing Game Winning Solutions.



MANAGEMENT & OPERATIONS



Grand Pacific Resort Management
5900 Pasteur Ct Ste 200
Carlsbad, CA 92008 USA
Ph: 760-827-4181 FAX: 760-431-4580
Email: success@gpresorts.com
Website: www.gprmgmt.com
Contact: Nigel Lobo
Specialty: For decades, we've created experiences worth sharing—from the moment you start dreaming of your vacation to long after you return home. We tailor our services to preserve the distinctive experience offered by your resort, delivering exceptional results based on our longevity and your vision. Our collaboration, consistency, and hands-on approach ensure your success. Owners vacation with us because they appreciate our service culture. Associations stay with us because of the financial strength we build.



Liberte Resort Management Group
118 107th Ave,
Treasure Island, FL 33706
Ph 1: 800-542-3648 Ph 2: 727-360-2006
Email: liberteceo@tampabay.rr.com
Website: www.libertemanagement.com
Motto: "From NEW to LEGACY Resort Management"
Specialty: Dennis DiTunno, a 38 year Resort and Timeshare Management Professional. Speaker and author to the Timeshare resort industry, ARDA, TBMA, FTOG, NTOA, FVRMA, Condo Alliance. Consulting, Mentoring and designing Timeshare Community Managers and Boards to over 34 Resorts since 2000 using Hands on management techniques, marketing, re-sales, rentals and much more.
Concerned for the future and Legacy status of your resort? Contact us today at CEO@LiberteManagement.com for an open and direct discussion on your resort.



Resort Management Group
475 Broad Creek Rd
New Bern, NC 28560
Phone: 252-638-8011
Email: sarah@ncrmg.com
Website: www.ncrmg.com
Contact: Aaron Maune
SPECIALTY:
With over 100 years of combined management, compliance, human resource, accounting, sales, activities, and maintenance experience, RMG provides the ultimate peace of mind when it comes to making sure your property is the perfect resort destination. Board members and developers can trust that RMG always has their best interests in mind. If you would like to experience the professional management that Resort Management Group provides, give us a call to discuss your association's needs.

MANAGEMENT & OPERATIONS



Vacation Resorts International
25510 Commercentre Drive, #100
Lake Forest, CA 92630 USA
Phone 1: (863)287-2501
Email: jan.samson@vriresorts.com
Website: www.vriresorts.com
Contact: Jan Samson
Specialty: Vacation Resorts International (VRI) is a full-service timeshare management company providing 35 years of innovation, success, best practices, and solutions to over 140 resorts throughout the United States. We have the resources and solutions to generate income for your resort through rentals, resales, and collections. We invite you to discuss your needs with us today! Please contact Jan Samson at 863.287.2501 or jan.samson@vriresorts.com.

OUTDOOR AMENITIES



Kay Park Recreation Corp.
Janesville, IA 50647 | USA
Phone: 800-553-2476
FAX: 319-987-2900
Email: marilee@kaypark.co=m
Website: www.kaypark.com
Contact: Marilee Gray
Specialty: Manufacturing "America's Finest" park equipment to make people-places people-friendly, since 1954! Product line includes a large variety of outdoor tables, benches, grills, bleachers, litter receptacles, drinking fountains, planters, pedal boats, and more!

PEST CONTROL/DISINFECTANT



SteriFab
PO Box 41,
Yonkers, NY 10710
Phone: (800)359-4913
Fax: (914)664-9383
Email: Sterifab@sterifab.com
Website: www.sterifab.com
Contact: Mark House
Specialty: Approaching its 50th year on the market. STERIFAB continues to set new standards as it continues to be the only EPA registered product that both disinfects and kills bed bugs and other insects. This ready to use product is available in all 50 States and is ready to use. Available in pints, gallons and 5- gallon containers. STERIFAB.COM 1-800-359-4913

**This Space
Reserved
For MATTER**

PET SANITATION



DOGIPOT
2100 Principal Row, Suite 405
Orlando, FL 32837 USA
Phone 1: 800-364-7681
Website: www.dogipot.com
Contact: David Canning
Specialty: DOGIPOT® has numerous product designs made from various materials to help fit all of the possible needs of our customers in helping solve their dog pollution issues. We have the most aesthetically pleasing, commercially durable products on the market that are very economical. No one can match our experience, customer service, selection of products or reputation in the market. DOGIPOT® products offer dependability that saves you money!

POOL & WATER FEATURES EQUIP. & MAINT



Hammerhead Patented Performance
1250 Wallace Dr STE D,
Delray Beach, FL 33444
Phone: (561)451-1112
Fax: (561)362-5865
Email: info@hammerheadvac.com
Website: www.hammerheadvac.com
Contact: Customer Service
Specialty: For 20 years, Hammer-Head has led the way in low-cost, safe, easy-to-use manual pool vacuum systems. Our portable, rechargeable, battery powered vacuums are designed for speed and simplicity. Remove debris without using the filtration system and cut your pool vacuum time in half, without shutting down the pool. Hammer-Head cleaning units are made in America and are the #1 choice of military, cruise line, resort, fitness club, and city managers from Key West to Okinawa.



LaMotte Company
802 Washington Ave,
Chestertown, MD 21620
Phone: (800)344-3100
Fax: (410)778-6394
Email: rdemoss@lamotte.com
Website: www.lamotte.com/pool
Contact: Rich DeMoss
Specialty: The Mobile WaterLink® SpinTouch™ lab is designed to be used onsite. The precise photometer can measure 10 different tests in just 60 seconds to obtain perfect water chemistry. All the tests results can be viewed on the touchscreen or can be transferred into our DataMate water analysis program. Achieve precision without time consuming test and clean-up procedures. Visit www.waterlinkspintouch.com for more information.

PUBLIC RELATIONS



GBG & Associates
500 West Harbor Drive #822
San Diego, CA 92101 USA
Phone 1: 619-255-1661
Email: georgi@gbgandassociates.com
Website: www.gbgandassociates.com
Contact: Georgi Bohrod
Specialty: Public Relations: Positioning Strategy, Placement and Reputation Management
Let GBG create a positive platform for new business development and increase awareness. We provide resources and spearhead tailor-made B2B or B2C strategic plans incorporating both paid and earned media, as well as social media campaigns and marketing collateral materials. We manage many moving parts for an effective, comprehensive communications and reputation management program. Three decades of vacation industry success.

RECEIVABLE FINANCING



Whitebriar Financial Corporation
575 Mystic Drive PO Box 764
Marstons Mills, MA 02648
Phone: (508)428-3458 Fax: (508)428-0607
Email: hbvswwhitebriar@gmail.com
Website: www.whitebriar.com
Contact: Harry Van Sciver
Specialty: Receivables Financing. We can Lend or Purchase, including: Low FICO, No FICO and Credit Rejects. Fast Fundings of up to \$5 million. Non-Recourse Financing available, with no Holdbacks. We also Finance Inventory and HOA's, and assist in Workouts. Resort Equity and Bridge Financing available.

RECREATIONAL GAMES



The Chess House
PO Box 705
Lynden, WA 98264
Phone: (360)354-6815
Fax: (360)354-6765
Email: raphael@chesshouse.com
Website: www.chesshouse.com
Contact: Raphael Neff
Specialty: Unplug the gadgets and refresh with a great game for sheer fun. Improve IQ, focus, and face to face time with your loved ones. Chess House has helped countless parks and resorts obtain a low cost, high visibility Giant Outdoor Chess that's easy to maintain and fun for everyone from toddlers to veterans.

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company HERE?
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REFURBISHMENT & DESIGN



Hospitality Resources & Design, Inc.
919 Outer Road Suite A,
Orlando, FL 32814
Ph: 407-855-0350 Fax: 407-855-0352
Email: rich@hrdorlando.com
Website: www.hrdorlando.com
Contact: Rich Budnik
Specialty: Hospitality Resources & Design is a licensed interior design firm. Services include interior design, LEED AP, kitchen & bath, purchasing, project management and installation. We strive to create long-term partnerships with clients by listening to and understanding their unique goals. The team uses their expertise to provide clients with innovative design while completing projects on time and in budget. Regardless of scope or location, we are happy to travel to you to begin a successful collaboration.

RENOVATION



CRA
11500 W Olympic Blvd, Ste 610
Los Angeles, CA 90064
Phone: (818)577-4320
Email: info@cradesign.com
Website: www.cradesign.com
Contact: Michael Lindenlaub
Specialty: Renovation, interior design, and furnishing services. With 25-years in the hospitality and vacation ownership world, CRA has the project experience, the team and the pricing clout to complete your improvement projects. Designers for major brands and innovators of marquee new-build projects nationwide, together with your ideas, we can create the perfect vacation environment! From collaborative ideation and thoughtful pre-planning to interior design and installation, CRA can guide you through a seamless process – start to finish.

RENTALS AND RESALE



SellMyTimeshareNow, LLC
8545 Commodity Circle,
Orlando, FL 32819
Phone: 877-815-4227
Email: info@sellmytimesharenow.com
Website: www.sellmytimesharenow.com
Specialty: SellMyTimeshareNow.com is the largest and most active online timeshare resale marketplace worldwide. We provide a proven advertising and marketing platform to timeshare owners, while offering the largest selection of resales and rentals to buyers and travelers. With over 5.5 million visits to our family of websites and more than \$254 million in purchase and rental offers delivered to advertisers annually, we have been serving the needs of owners and non-owners alike since 2003.

RENTALS AND RESALE



Timeshares Only LLC
4700 Millenia Blvd. Ste. 250
Orlando FL 32839
Phone 800-610-2734
Fax: 407-477-7988
Email: Ryan.Pittman@timesharesonly.com
Website: www.timesharesonly.com
Contact: Ryan Pittman
Specialty: Timeshares Only is a cooperative advertising company that has served the timeshare resale market for over 25 years. We connect timeshare buyers, sellers, and renters on our online resale platform. Timeshares Only also enhances the timeshare product value by providing owners with maintenance fee relief, numerous monetization options, and exclusive access to the largest selection of travel benefits at remarkable prices. It's a whole new timeshare resale experience.

RESALES



Bay Tree Solutions
400 Northridge Rd., Ste. 540
Atlanta, GA 30350
Phone: 800-647-4130
Email: DMilbrath@BayTreeSolutions.com
Website: www.BayTreeSolutions.com
Contact: Doug Milbrath
Specialty: Bay Tree Solutions is an advertising and marketing company that specializes in assisting owners to resell their vacation ownership interests at a fair price. By avoiding desperate sellers and distressed properties and by using our consultative method, for eleven years we have repeatedly guided clients who sell for prices 30-to-50 percent higher than our closest competitors. Bay Tree provides resort operators, as well as servicing and collection agencies, with a trusted ally

SALES AND MARKETING



ADS Consulting
8612 Titleist Cr, Las Vegas, NV 89117
Phone: 702-919-0550
Email: dstroeve@ads-cs.com
Website: www.adsconsultingservice.com
Contact: David Stroeve
Specialty: ADS Consulting is the predominant vacation ownership sales and leadership development firm. We specialize in 3 primary specialties. We increase sales PRODUCTIVITY by delivering the number #1 two-day seminar workshops. We enhance leadership PERFORMANCE and effectiveness by elevating their wisdom, expertise, and motivation. Lastly, we increase bottom-line PROFITS by providing the most comprehensive revenue and profit report by delivering our D5 Analysis. We are experts at helping companies improve their sales and marketing systems and processes. We are the right solution.

SALES AND MARKETING



Resort Management Services
10745 Myers Way S
Seattle, WA 98168
Ph: (888)577-9962 Fax: (206)439-1049
Email: doug@resortmanagementservices.net
Website: www.resortmanagementservices.com
Contact: Douglas Murray
Specialty: Resort Management Services provides resort developers and HOAs with customized sales programs that generate revenue and enhance benefits for current owners. We reinvigorate membership usage and specializes in meeting with owners and members in their communities. Targeting users and non-users, RMS develops innovative new benefits tailored to improve specific member needs.

SALES TRAINING



SHARI LEVITIN
ShariLevitin.com

Levitin Group
PO Box 683605, Park City, UT 84068
Phone: (435)649-0003
Email: shari@sharilevitin.com
Website: www.levitinlearning.com
Contact: Shari D Levitin
Specialty: Shari Levitin is the author of the bestseller, Heart and Sell, a frequent contributor to Forbes, CEO Magazine, Huffington Post, and guest lecturer at Harvard. Shari started in the timeshare industry in 1997, and her team has increased revenues for companies like Wyndham, Hilton, and RCI in over 40 countries. Recently, Shari has been recognized as one of the:

- Top 10 Voices in Sales for LinkedIn
- Top 20 Sales Experts in the Salesforce documentary, "The Story of Sales."
- Top 50 Keynote Speakers
- 38 Most Influential Women in Sales

www.linkedin.com/in/sharilevitin/

SHADE PRODUCTS



FiberBuilt Umbrellas & Cushions
PO BOX 9060
Fort Lauderdale, FL 33310
Ph: (866)667-8668 Fax: (954)484-4654
Email: jordan@fiberbuiltumbrellas.com
Website: www.fiberbuiltumbrellas.com
Contact: Jordan Beckner
Specialty: FiberBuilt is the leading manufacturer of contract grade fiberglass ribbed umbrellas for the hospitality industry. Our innovative rib construction ensures strength, resilience and durability across our full line of shade products. Our wide selection of custom cushions and pillows make a fashion statement at competitive prices. Every pool area, outdoor lounge and al fresco dining space is enhanced and made more comfortable with FiberBuilt's umbrellas and cushions which complement your design aesthetic and fit your budget.

TECHNOLOGY



iTicket Solutions
294 Treemonte Dr.
Orange City, FL 32763
Phone: 407.347.4310
Contact: Bryan Griffin
Email:
bryan.griffin@iticketsolutions.com
Website: www.iticketsolutions.com
Specialty: Designed for today's timeshare resorts, our software solution streamlines the entire gifting process from the OPC to the gift room. Encompassing multiple applications, iTicket offers today's timeshare a better way to manage their gift program. Today's market requires more than simple preprinted vouchers and hard inventory, provide your guests with direct to turnstile tickets and on-demand vouchers. Since 1992 we have set the industry standard for timeshare resorts across the globe for gift management.



SPI Software
444 Brickell Avenue, #760;
Miami FL 33131
Phone: (305)858-9505
Fax: (305)858-2882
Email: info@spiinc.com
Website: www.spiinc.com
Contact: Alex Gata
Specialty: SPI is the preferred software for selling and managing timeshare properties, vacation ownership clubs and resorts. SPI's Orange timeshare software is a comprehensive suite of services that includes sales and marketing, property management, billing maintenance and more. SPI is a global company with our software installed on five continents providing a breakthrough product based on over 30 years of industry experience. This includes an advanced user interface, all major integrations and cloud-based extendible applications.



For many years, my clients have advertised in the Resort Trades with tremendous success. The publications are widely read and widely respected within the timeshare industry. The Resort Trades has also been of great assistance to my clients by helping print our press releases and photographs. They are an integral part of any public relations and advertising plan I suggest to clients."

Marge Lennon
President Lennon Communications Group

TRADE ASSOCIATIONS



C.A.R.E. Cooperative Association of Resort Exchangers
P.O. Box 2803, Harrisonburg, VA 22801
Phone: 800-636-5646 (U.S. & Canada)
540-828-4280 (Outside U.S. & Canada)
FAX: 703-814-8527
Email: info@care-online.org
Website: www.care-online.org
Contact: Linda Mayhugh, President
Specialty: Established in 1985, C.A.R.E. is one of the industry's leading associations in ethical standards and value propositions. Its internationally diverse member base includes Resort Developers, Management and Exchange Companies, HOA's, Travel Clubs and Wholesalers as well as industry suppliers bringing value-added revenue enhancement opportunities. Members that possess or seek rentable inventory for fulfillment set the foundation of C.A.R.E. with a multitude of scenarios for securing client vacations, increased inventory utilization and heightened yield management.

TRAVEL CLUBS



Custom Travel Solutions
27 S. Main St., Travelers Rest, SC 29617
Phone: 864-610-1943
Email: info@customtravelsolutions.com
Website: www.customtravelsolutions.com
Specialty: Our travel distribution products and services are delivered through integrated, customizable platforms that offer a custom branded end-user experience. We provide high-touch customer service while fully automating all membership management and travel fulfillment functionality. With Custom Travel Solutions, companies can easily offer their customers access to luxury travel benefits and travel savings otherwise prohibitive to the individual traveler. This creates value and brand loyalty that promotes engagement and revenue growth.

TRAVEL CLUBS



Global Connections, Inc.
5360 College Blvd, Suite 200
Overland Park, KS 66211
Phone 1: 913-498-0960
Email: MGring@exploregci.com
Website: http://www.exploregci.com
Specialty: Global Connections, Inc. (GCI) - A highly respected resort developer and leader in the travel club and vacation industry, offering travel club fulfillment and servicing, travel search engine development, component-based products, private labeled leisure benefits, exit and affinity programs, premium incentives, resort condominium and cruise fulfillment, wholesale and exchange opportunities. GCI is the owner and developer of resorts in California, Colorado, Florida and Tennessee and further owns and leases multiple resort condominiums throughout the U.S., Canada, Mexico and the Caribbean.

TRAVEL CLUBS



RCI
9998 N. Michigan Road
Carmel, IN 46032
Phone: 702-869-9924
Email: RCI.Affiliates@rci.com
Website: www.rciaffiliates.com/
Contact: Bob McGrath
Specialty: RCI is the worldwide leader in vacation exchange. Today through the RCI Weeks® and RCI Points® program, RCI offers its 3.8 million members access to more than 4,300 affiliated resorts in approximately 110 countries. RCI's portfolio of brands also includes Alliance Reservations Network, a private-label travel booking engine technology company, Love Home Swap, one of the world's largest home exchange programs, DAE, a direct-to-member exchange company, and @Work International, a leading provider of property management systems.

TRAVEL INCENTIVES



True Incentive
2455 East Sunrise Blvd. Suite 200 Fort Lauderdale, FL , 33304
Phone: 800-684-9419
Fax: 954-707-5155
Email: salesinfo@true-incentive.com
Website: true-incentive.com
Specialty: True Incentive, known for its incentive product innovation and quality service, offers a dynamic online catalog of its products such as land vacations, airfare, and cruises designed to impact a company's marketing and sales objectives. As for us how we can help you determine the right marketing incentives to meet your goals. For more information www.true-incentive.com or salesinfo@true-incentive.com

// I think the Trades has taken the lead in cutting edge reporting on issues that really matter to independent resorts.

R. Scott MacGregor of CaryMacGegor The Asset & Property Management Group, Inc.

// I definitely look at every page of Resort Trades each month to see what is happening in the industry. I find it very informative and know that others on my team are reading it, too."

Jon Fredricks, CEO Welk Resorts LLC

ResortTrades.com

Resort Industry

Connection 24/7

Resort Trades Weekly eNews

Every Thursday, Resort Trades Weekly provides subscribers with topical, original content, plus curated news about the people, places, and events concerning all-thing-time-share. Visit

resorttrades.com/resortnation

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Vendors who are familiar and engaged in our industry? Tired of needing to explain to suppliers why timeshare resorts' and hospitality's needs are often different? These businesses are guaranteed to be interested in you and your needs:

members.resorttrades.com

Original Content

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News sourced from contributors to help keep you current and ahead of the curve. Visit:

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Innovations
AT YOUR FINGERTIPS
EXPERIENCE RESORT TRADES
THE WAY YOU WANT IT:
Print....Digital...eNews

True Incentive: Experience + Innovation = Effective Incentive Based Marketing Solutions

By Georgi Bohrod, RRP

True Incentive, a Florida-based company that provides marketing and sales incentives as direct marketing solutions, is in a unique position. The company combines years of marketing experience driven by innovation and creativity. True Incentive does not just have a robust catalog of customer-motivating tools, it also has a team of experts to guide clients to the right solutions for specific target markets.

Offering services in both English and Spanish, True Incentives works directly with clients to identify and utilize the appropriate incentive in a direct marketing campaign. Their goal is to maximize marketing dollars by matching the specific geographics, demographics or psychographics specific to their clients' needs. In addition, their decades of success is based on the basic principles of direct marketing to include clients' audience values, opinions, attitudes, interests, and lifestyles.

Updated catalog and offerings

This year, True Incentive took note of the current vacation and travel climate and updated its catalog to include new travel certificate offerings to fit the mood of today's customers. The new offerings will encompass pricing discounts, a variety of new products, a \$250,000 sweepstakes and American Express® Savings Cards:

New Incentive Products now available are a Great American 5 Day/4 Night Road Trip; an exotic 5 Day/4 night experience in a choice of Cabo San Lucas, Cancun, Costa Rica, Honolulu or San Juan, Puerto Rico; and a Family Cruise for up to four people.

TrueCash \$250,000 Challenge Sweepstakes was created to enhance client marketing efforts, boosting attention levels, and increasing the value of the offer. Sweepstake game cards (electronic or hard copy) will be provided at a low cost in conjunction with the use of at least one other True Incentive product.

Privileges Savings Cards by American Express Travel offer \$250 or \$500 savings credits to use as a partial payment toward travel and lifestyle purchases such as golf packages, merchandise, wine and gourmet packages and vacations including cruises, resorts, and hotels.

Land Travel Packages

So far, The Great American Road Trip is their biggest hit. To meet the needs of travelers reluctant to fly and/or cruise at this time, many clients requested a travel certificate that makes driving vacations more affordable to their customers, members, and

prospects. This is an exceptional family road trip opportunity that can be used to improve customer loyalty, heighten brand awareness, and increase revenue.

The Great American Road Trip certificate is designed for two adults and two children to receive up to four night's accommodations at a destination of their choice within the 48 Continental U.S. or Canada. The package includes standard accommodations at a Marriott Courtyard, Marriott Fairfield Inn, Hilton Gardens, Wyndham Gardens, Wingate or LaQuinta as well as \$150 True Travel Dollars and \$100 True Dining Dollars rebates.

Extra Cash always comes in handy

Also, extremely popular is the True Cash Challenge Sweepstakes. The sweepstakes is part of this new collection of incentives, designed today's environment and providing options to marketers and businesses, enabling them to reach and convert new



customers. "We have found the sweepstakes to be more effective than anticipated. Clients are using it to drive inbound calls, keep prospects engaged on a call and set appointments in combination with other incentives," said Drew Brittain VP of Sales for True Incentive.

Also seeing great results is the Privileges Savings Cards by American Express® Travel. Designed to improve customer loyalty, brand awareness and revenue, the cards offer \$250 or \$500 savings credits to use as a partial payment toward travel and lifestyle purchases. Some of the available options are golf packages, merchandise, wine and gourmet packages and vacations including cruises, resorts, and hotels. The Privileges Savings Card can be used as a stand-alone incentive or in combination with any number of True Incentive's products.

True Incentive realized early on that to really understand clients' customer needs and wants, they must read the changing market place. The new incentives are part of an always-evolving online catalog that encompasses resort accommodations, cruises, and other travel incentives. The certificates are used as great motivators by numerous industries and most notably the timeshare segment.

Timely solutions

"Time" also factors into the experience. When making decisions, people don't have the time or the patience to sift through mountains of complicated details. No matter the industry, consumers want what they



want now. A couple of years ago, when their clients expressed a need to provide information to their customers quickly and efficiently True Incentive responded to their request by being the first in the travel incentive world to offer a digital incentive delivery system True Perk.

The True Perk system supports customer self-service and client managed distribution. Travel incentives are no longer confined to conventional paper distribution but are digitally distributed at high speed. Not only does True Perk distribute incentives to any electronic device, it also has robust reporting capabilities, security parameters and nimble flexibility. The True Perk system can be used for lead generation, generating inbound calls, owner referrals, member loyalty, and upgrades. The lightning quick response times that True Perk delivers is a great benefit to timeshare marketers, vacation club lead generators, web-based timeshare resellers and inbound response centers.

Se habla español

Spanish has increasingly grown as a global form of communication. Spanish Language Products were also created to answer the needs of the largest growing demographic in the U.S. The Spanish Language Product makes it easier for the end user to utilize. For businesses marketing to Spanish or bilingual speakers the instant affinity with a Spanish Language product will build credibility and loyalty. As with all their products, True Incentive focuses on adapting to an ever-changing marketing environment.

Everyone wins

True Incentive is always looking for ways to drive their client's success. They know that what is best for clients, is best for True Incentive as well. Our bar is high because reputations are at stake, theirs -- and our clients'. With incentive based marketing solutions, offers must be attractive enough to benefit the clients' marketing campaigns while working within the legal and regulatory requirements. The law requires that terms of the offer be clear and attainable. By aligning with clients' marketing efforts to manage customer expectations in a positive and informative way, and with a fast and efficient delivery of incentives everyone—customers, clients, and vendors—win.

To learn more about True Incentive contact Drew Brittain. dbrittain@true-incentive.com



True Cash \$250,000 Challenge Sweepstakes



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