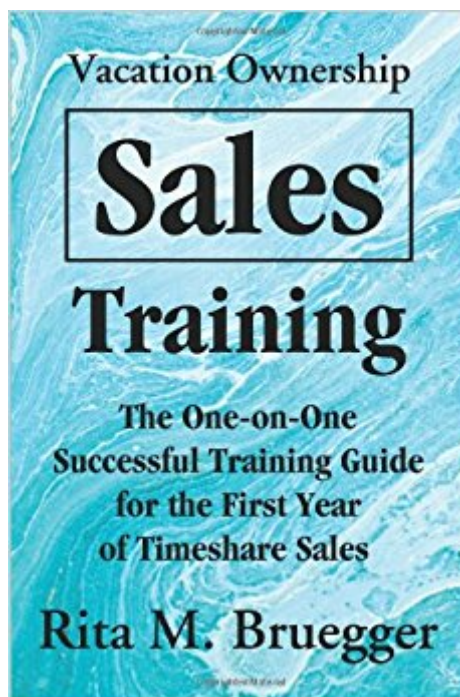




The book was found

Vacation Ownership Sales Training: The One-on-One Successful Training Guide For The First Year Of Timeshare Sales



Synopsis

In a must-have guide, the author shows effective steps to developing, selling and closing Vacation Ownership sales presentation. Top resort sales trainer Rita Bruegger offers proven closing techniques, concrete direction to structure a new sales presentation, or improve your existing sales presentation, in an easy to read direct format. Follow this program and never hear I have to think about it again!

Vacation Ownership Sales Training

The One-on-One Successful Training Guide for the First Year of Timeshare Sales is the most useful and complete Vacation Ownership sales training guide today. Designed as a comprehensive motivational book, these proven sales formulas can be used for selling Fractionals, Memberships, Quartershares, Clubs, Campsites, Vacation Homes and Timeshares. Whether you are selling fixed time, floating time, leased, deeded, every year, every other year, or right-to-use products, this book has placed a special emphasis on:

- example sales presentation verbiage
- trial closes
- overcoming common industry objections
- how objections are really negotiations
- urgency methods
- take-away techniques
- monitoring body language
- the power of third party stories
- selling to the personality styles
- 6 characteristics of what it takes to be the best
- working down the numbers
- handling follow-up and referrals

Book Information

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Customer Reviews

Rita Bruegger has been involved in training and the writing of training manuals for more than 20 years. Her dedicated career spans from Hotel Executive Management to Corporate Trainer and later as a Vacation Ownership Sales Trainer. In 1999 she founded a small chain of retail stores where she remains as Director residing in Florida.

Excellent book!!! This was the only book I have truly seen that is targeted directly to the entry position in timeshare sales. The section with over 150 objections and how to overcome them is worth the price alone. If you have a shaky presentation or you would just like to find a better way to close a solid deal then THIS BOOK IS FOR YOU!!! It is worth every penny! The only regret I have is that I didn't find it sooner!

There are many shorter books available on the subject. They are all good with slogans, quick tips etc. But this book is the whole enchilada. Ms. Bruegger has a way of presenting her material grounded in reality with real life examples. I have been able to apply these principals with courage and a sense of understanding that I didn't have before. It has filled in all the gaps that we're missing from my original training, where we just had to memorize scripts. I go to work each day with a sharper set of tools at my disposal. Re-reading this book is my new hobby. I highly recommend this book for novice and pro alike who want to hone their skills and seriously impact their VPG.

this is a great read for anyone in the field!

I bought this book because I sell advertising and have become very interested in learning one call closing techniques. What better field to study than timeshare sales when looking to close a deal on the first visit? While this book was written for timeshare sales, there are tips and lessons in it that apply to any sales situation where the job is to get the sale closed on the first call! This book has helped me in my Advertising career immensely. I highly recommend it!

In all fairness, I'm not sure any book can help a person be an amazing timeshare sales rep. After all, it's timeshare sales. The people walking in are there for the free gifts. Let's not kid ourselves. Until the developers get rid of the annual fees, I'm not sure the market will ever be that hot. The book was great though. It really walks you through the nuances of timeshare sales and the psychology behind them. However, I can read all the books in the world about archery, but how often do you think I will actually hit the bullseye? Good luck with your selling.

This is the book to get for timeshare sales reps. There are other books out there but this one is specific to selling timeshare. This should be the bible for new agents and seasoned agents alike. Lots of helpful info and tips that helps keep one focused, motivated, and on the path to success. Thumbs

up.

Rita does a good job outlining the Steps. Nice refresher for old-timers, too!

Great book, great service to get the book to me and very happy

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