

After 15SEP2014, please call
828.514.9494 for availability &
prevailing cruise line prices.



Mike Marchev,

award-winning author and speaker with more than 30 years' experience coaching and training professionals, invites you to take your travel business to greater profitability by joining his exclusive sales training conference at sea. It's limited to 50 professionals serious about growing their travel business.

Reserve your seat today!

"Mike connected with the entire group and shared logical ideas for us all to move our businesses forward." — C.C.

"I wish I had attended this seminar 15 years ago. We were both stimulated and raring to get back to work building our company." — N.M.

"Mike Marchev knows exactly what he is talking about. The fact that he makes learning fun is a total bonus. I strongly recommend this cruise conference." — M.O.

Mike Marchev's Sales Training Conference

Growing Your Travel Business

January 11-17, 2015 Onboard

Royal Caribbean Independence of the Seas

Sales has little to do with the gift of gab, up-selling, overcoming objectives or closing deals. Today's travel professional must be a communication specialist. The objective is to get more of the "right" people to know you . . . like you . . . and trust you. Then, and only then, will they buy from you with any degree of confidence and consistency.

Doubling your sales success is what this seminar is all about.

And yes, it can be done!

In 6 fun-filled days you will learn —

- ◆ Proper Positioning Strategies
- ◆ Taking Advantage of Opportunities
- ◆ Identifying Strengths and Weaknesses
- ◆ Developing Realistic and Winning Game Plans
- ◆ Addressing Formidable Obstacles and Roadblocks
- ◆ Selling on Purpose . . . With Goals . . . With Benchmarks
- ◆ Establishing "What-If" Scenarios to Counter the Unexpected
- ◆ Introducing the Entertainment (Fun) Element Back into Travel Sales
- ◆ And More . . . *Lots More!*

You should attend this conference if you are a —

- ◆ Manager or Agency Owner eager to sharpen your sales skills
- ◆ Front-line Agent or Independent Travel Counselor ready to grow
- ◆ Home-Based Travel Agent who needs better sales tools and a plan
- ◆ Person new to the travel industry desiring to learn and to succeed

***Limited to only 50 travel counselors,
Mike Marchev's 2015 sales training conference is
designed for a new breed of travel professionals.***

***You will be investing in your future business success
by attending Mike's 2015 sales training conference!***

Conference Agenda

Learning, Sharing & Leisure Time

Designed to help you grow our travel business, Mike Marchev's 2015 sales training conference at sea will provide excellent opportunities to learn and share travel industry best practices, and still have plenty of time for fun and relaxation. You'll also escape winter back home and enjoy first-hand what your clients experience onboard the ship, while visiting three outstanding ports in the sunny Western Caribbean, including Royal Caribbean's private paradise on the north coast of Haiti.

Conference Sessions will cover two professional tracks created to benefit both seasoned pros and newbies:

General Sessions 1: Mike will focus on the importance of sales and marketing basics, including Proper Attitude Adjustment; The Importance of Daily Prospecting; Self-Promotion Strategies; Accepted Non-Aggressive Selling Skills; Meaningful Marketing Communications and more.

General Sessions 2: For seasoned professionals ready for *Business Development 2.0*, Mike will address Video Marketing; Blogging As a Way To Go To Market; Social Opportunities and Practices that Won't Steal Your Entire Day; Business Planning that Actually Works; Spotting and Cashing-In On Business Opportunities; and Creating Local Collaborations to Grow Your Business.

The seminar also will include breakout sessions exploring success strategies and tactics; networking sessions for learning and sharing best practices; and expanded one-on-one private coaching sessions with Mike.

Mike's 2015 Sales Conference is designed for a new breed of travel professional desiring to learn while having fun!



Western Caribbean Cruise Itinerary

Day	Port	Arrive	Depart
Jan. 11	Fort Lauderdale, Florida	—	5:30 PM
Jan. 12	Cruising at Sea	—	—
Jan. 13	George Town, Grand Cayman	8 AM	5 PM
Jan. 14	Falmouth, Jamaica	7 AM	4 PM
Jan. 15	Labadee, Haiti	10 AM	6 PM
Jan. 16	Cruising at Sea	—	—
Jan. 17	Fort Lauderdale, Florida	7 AM	—

What's included in the Package:

- ◆ ***All Conference Sessions (8) and Materials***
- ◆ ***Cruise Fare, Port Fees, Taxes***
- ◆ ***Pre-paid Onboard Gratuities***
- ◆ ***Two Networking Cocktail Receptions***
- ◆ ***One-on-One Coaching Session with Mike***



Conference Pricing & Stateroom Availability	Double Occupancy Per Person	Single Occupancy
Ocean View Balcony (D2)	\$1,115	\$1,935
Ocean View (G)	\$999	\$1,699

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Mike Marchev's 2015 Travel Sales Conference

January 11-17, 2015 onboard Royal Caribbean Independence of the Seas

FIRST GUEST NAME _____
First, Middle and Last Legal Names as appearing on Your Passport

Address _____ City _____ State/Province _____ Zip _____

Telephone _____ Email _____

Date of Birth: _____ Passport No. _____ Exp. Date _____

Gender: _____ Crown & Anchor # (if any) _____

Company: _____ First Name for Badge: _____

SECOND GUEST NAME _____
First, Middle and Last Legal Names as appearing on Your Passport

Address _____ City _____ State/Province _____ Zip _____

Telephone _____ Email _____

Date of Birth: _____ Passport No. _____ Exp. Date _____

Gender: _____ Crown & Anchor # (if any) _____

Company: _____ First Name for Badge: _____

Please register me/us for Mike Marchev's Travel Sales Conference at Sea as follows—

Deluxe Ocean View with Balcony (D2) - \$1,115 per person, double occupancy

Ocean View (G) - \$999 per person, double occupancy

Single Occupancy: D2—\$1,935 G—\$1,699

Please help me find a roommate of the same gender

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Conference Registration requires a \$250 per person (\$500 per stateroom) deposit before August 31, 2014. Final payment due on or before October 24, 2014. Book early for best stateroom accommodations—limited availability. Registration includes conference fees and materials; cruise fare, port fees and taxes; 2 networking cocktail receptions and pre-paid onboard gratuities. Royal Caribbean reserves the right to impose a fuel surcharge. Any such surcharge and transportation to the port are not included. Travel insurance is recommended.

Please charge my/our Conference deposit and final payment as follows—

NAME ON CREDIT CARD, IF DIFFERENT FROM ABOVE: _____

CARD TYPE: _____ CARD NUMBER: _____ EXP. DATE: _____

SECURITY CODE: _____ BILLING ADDRESS: _____

SIGNATURE: _____ DATE _____

Please complete this conference registration form and fax it to 828.345.0068.

For additional information, please contact Mike Marchev at 848.702.1009.