

LIMO UNIVERSITY PRESENTS

CHAUFFEUR
driven SHOW 2020 NLA

LIMO U BOOTCAMP

WITH SPECIAL GUESTS



BILL FAETH
LIMO UNIVERSITY



KELLY ALDERETE
PREMIER TRANSPORTATION



TAMI SACCOCCIO
COMMONWEALTH WORLDWIDE



BILLY JINKS
JET LIMOUSINES

Why Are You
Here Today?

**What Do You REALLY Want
To Get Out of Today?**

Please Pay Attention!

2

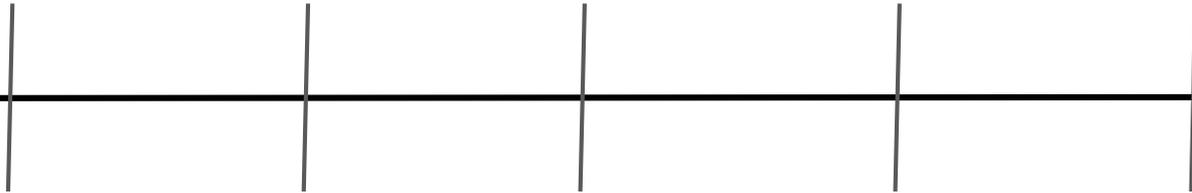
Most Important Tools You Need to Be Successful

#1

An Intimate Understanding of Your Buyer's Needs

PROSPECT: _____

BEFORE

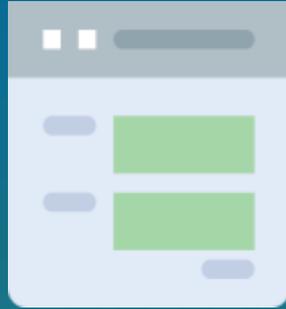


AFTER



#2

Amazing Copywriting



**You Can't Be a Great
Copywriter Without Having
An Intimate Relationship With
Your Buyers**

Great Copywriters Connect (Personally) Through Stories



The Storytelling Process



1. Know your audience. Who wants to hear your story?
2. Define your core message. Whether your story is one page or twenty, ten minutes or sixty, it should have a core message.
3. Decide what kind of story you're telling.
4. Establish your call to action.
5. Choose your story medium.
6. Write!
7. Share your story.

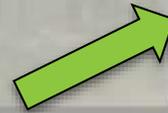
Example of
ONE THING
You Should
Update Today!

RESERVE NOW

HIGH CLASS LIMO SERVICES

[Home](#) [About Us](#) [Fleet](#) [Services](#) [Rates](#) [FAQ](#) [Contact Us](#)

Airport
Corporate
Weddings
Personal



PICKUP LOCATION

NAME

E-MAIL

PHONE

GET A QUOTE



Text
SCRIPT
To
555888

Billy Jinks
JET Limousines

15 vehicles to 53
in less than 5 years

20 motorcoaches

And buff.



CSR Sales Training

Turning CSRs Into High Impact Sales Reps



CSR Sales Training

Turning CSRs Into High Impact Sales Reps

First 20 Seconds

- Pre-shift preparation and checklist
- Smile and be enthusiastic
- Existing client or prospect
- Get on a first-name basis
- Ask then listen
- Rephrase using their first name
- Obtain contact information
- Smile
- Connections?

CSR Sales Training

Turning CSRs Into High Impact Sales Reps

HOW and WHY = TRUST

- How do ensure my car will be on time?
- Why do you conduct federal background checks?
- How do you manage manifests for 500 arrivals at two airports?
- How does your billing work?
- Why do you _____?

Quote Request



Email Quote



(IMMEDIATELY)

IF NO

SMS Message



(3-5 MINUTES AFTER EMAIL)

IF NO

Email Followup



(9AM DAY AFTER QUOTE REQUEST)

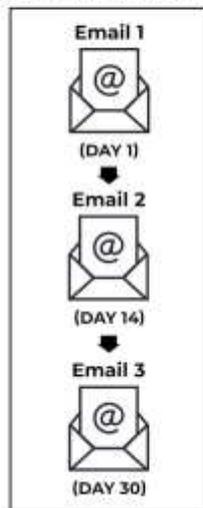
IF NO

Call From Owner

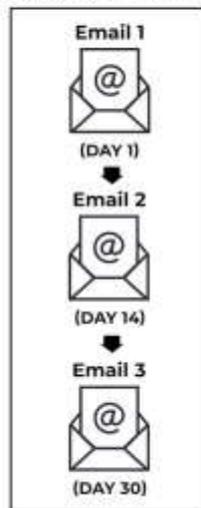


(2PM AFTER QUOTE REQUEST)

IF YES
New Customer Funnel



Lost Customer Funnel



IF NO

Last Chance Offer Email



(NEXT DAY)

IF NO

Lost Customer Email Funnel





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Top 2 Social Media Platforms To Attract Corporate Clients

#1



LinkedIn (organic)

- All of your corporate buyers are on LinkedIn
- Post helpful content
- Ask questions
- Engage with your potential buyers' content
- Data mining new potential clients
- Identifying “warm introduction” opportunities
- Best search capabilities of any social platform
- You do NOT need to pay. Free is good enough.

#2



LinkedIn (Ads)

- Target specific companies
- Target specific job titles
 - DMC/Meeting Planner
 - Procurement Director
 - Executive Admins
- Target by seniority
- Targeting comes for user data (this makes it the best targeting for business)

LIMO UNIVERSITY PRESENTS

AFFILIATE TALK

WITH SPECIAL GUESTS



KELLY ALDERETE
PREMIER TRANSPORTATION



TAMI SACCOCCIO
COMMONWEALTH WORLDWIDE

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