

LIMO UNIVERSITY PRESENTS



# 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



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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

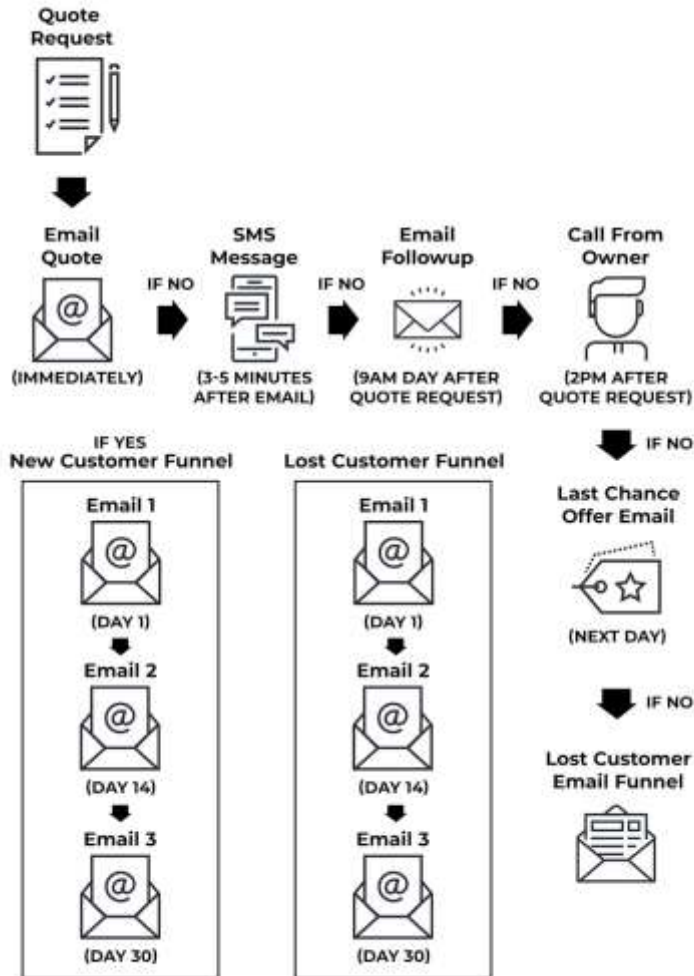
- Pre-shift preparation and checklist
- Smile and be enthusiastic
- Existing client or prospect
- Get on a first-name basis
- Ask then listen
- Rephrase using their first name
- Obtain contact information
- Smile
- Connections?

# 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 \_\_\_\_\_?





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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)

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# AFFILIATE TALK

WITH SPECIAL GUESTS



**KELLY ALDERETE**  
PREMIER TRANSPORTATION



**TAMI SACCOCCIO**  
COMMONWEALTH WORLDWIDE

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