

AMERICA'S TRAINS - SALES PRESENTATION, BRIEF SUGGESTED FORMAT

This format refers to Train'Shares but the context may also apply to Journeys by Rail and Fractional Interests

OVERVIEW

1. While recognizing that Sales Entities are qualified to make sales presentations, this information suggests a viable format.
2. Presentations may be to a small group or an individual Lead and related differences may be applicable.
3. Some aids and materials are available on the web site "access" page.
4. This suggested presentation is in sequential order as it might best occur,
5. When making an appointment for an individual presentation ask for about 30 minutes of a Lead's time, or 45 minutes at group presentations. Although it may take more time, some Leads may resist if they think a presentation will be longer.

INTRODUCTION

1. Presentations to individual Leads can be in-home, at an office or other private location.
2. Group presentations can be in upscale presentation rooms at a table for a small group or using a podium and closing tables for larger groups.
3. Be prepared with the required documents as follows:
 - a. A meeting place without distractions.
 - b. Name badge on.
 - c. Laptop computer to produce Purchase Agreements and make financing applications.
 - d. Access to a computer printer to print out page 1 of and Exhibits for Purchase Agreements; if possible.
 - e. Sales Ownership Document Package as described under Document Overview, Instructions and Procedures, on the access page.
 - f. Copies of printed pages 2 through 5 of the Purchase Agreement, assuming that the computer version of the Agreement will be used. See Agreement, Printed Version under Agreement, Train'Share Purchase on the access page. Page 1 and Exhibits are produced on the computer.
 - g. If the computer version of the Agreement is not being used, have all pages of the Agreement available.
 - h. Sales aid promotional materials. Don't give them to leads before a presentation unless they are very brief 'teasers'.
 - i. If a meeting room is used, display some banners, etc.
 - j. Meet, greet and encourage a little, not to much, familiarity with Leads.
 - k. As may be possible, quickly determine Lead(s) "hot" points of interest are and try to find out their likes (so they can be emphasized) and dislikes (so they can be pre-empted).
 - l. Create a comfortable, trusting atmosphere.
 - m. Let Leads know that the presentation includes PowerPoint slide show that is about 15 minutes long, followed by a discussion.

JOURNEY BY RAIL POWERPOINT SLIDE SHOW

1. PowerPoint slide shows are available on the access page under Sales Materials. If not using a computer for the presentation, make a copy on a disc or get one from the Developer.
2. Use the PowerPoint slide show, Journey-Train'Shares, Manual slide changes version. Click on the screen or computer tab bar to change the slides manually allowing them to be on screen as long as wanted to emphasis specific items of interest to Leads.
3. If lead questions get off the subject, ask them to hold such questions until after the slide show to avoid disruption of the flow of the sales presentation.
4. The PowerPoint presentation has two parts; (Part 1) promotion of Journeys by Rail; and, (Part 2) specific information about Train'Shares.
5. Take a minimal pause at the end of Part 1, the Journeys by Rail portion of the presentation, and 'close' the sale of the value and pleasure of Journeys by Rail. Quickly follow by introducing the value and benefits of Train'Share ownership with Part 2, the Train'Share portion of the presentation, ending with closing points.

SLIDE SHOW PRESENTATION FOLLOW-UP AND REAFFIRMATION

1. Immediately preempt possible negative questions that may be asked by leads before they ask them by

- pointing out related positive points.
2. Have the following printed flyers and other items ready for distribution as required to reconfirm positive points. Don't give them to a lead unless necessary, to avoid lead distraction. They are available on the web site's access page under Selling and include.
 - a. Fare Comparisons.
 - b. Groups.
 - c. Guarantees and Assurance.
 - d. Newsletter.
 - e. Questions and Answers.
 - f. Features and Benefits.
 - g. Time Periods, Train'Shares.
 3. Among other closing techniques, have Leads make positive buying decisions; for example, the selection of a Time Period.
 4. Check the Inventory Record on the access page for available time periods at the time it was published, understanding that subsequent recent sales may have occurred. Before closing a sale confirm availability by telephone; use availability as a sense of urgency selling tool.
 5. Have the various Purchase Agreement incentive Addendums available for use if and only when required. They are available on the access page under Agreement, Train'Share Purchase, including the following:
 - a. Fees Paid in Return for Referrals.
 - b. Refund.
 - c. Timeshare Trade-In.
 - d. Referrals as Payment.
 - e. Special programs.
 6. Review the items on the access page to see what else you may think can be used, like the Deed of Train'Share Ownership under Documents.
 7. If an Annual Train'Share can't be closed, drop to a Biennial Train'Share. If a Biennial can't be sold drop to a sale of an individual Journey by Rail.
 8. Have the Purchase Agreement pages and Exhibits ready.
 9. After finalizing the sale:
 - a. Prepare and get the Purchase Agreement and related documents signed.
 - b. Give Buyers the Ownership Document Package.
 - c. Advise the Buyer that the sale should be final within "a week or so"; when notified by the Developer as described in Section 35 of the Purchase Agreement.
 - d. Advise the Buyer that they will receive a welcome package and their Deed of Ownership within "a couple of weeks" after the sale closes.
 - e. Follow-up with the Buyer during the Waiting Period and/or until the sale closes, and otherwise as necessary to reaffirm the sale, keep the Buyer happy.
 - f. Obtain referrals.

GOOD LUCK, ALTHOUGH LUCK SHOULDN'T BE NECESSARY