



CAMPUS REP SALES MANUAL

StudentCity.com Mission Statement: To help students organize and promote trips which enable them to celebrate youth through travel.

StudentCity.com, the nation's leader in student travel and entertainment, has successfully operated Spring and Summer tours to Mexico and the Bahamas since 1987 and has a management team with a combined experience of over 85 years! StudentCity.com now offers packages to 17 exciting destinations spanning from the shores of the Baja Peninsula in Mexico, to the island of Barbados, to beaches of Florida. We are a dynamic student tour operator that focuses on providing complete travel and related services to college students. Our objective is to organize and promote The Ultimate Spring Break Experience.

As a member of our campus marketing team, you are our most important link to your school. Each year StudentCity.com works with thousands of campus representatives to help them earn free trips, VIP status, and substantial commission. Perhaps you've spent some time searching for a part time job on campus. Most places have rigid work schedules that often interfere with classes and your social life. And let's face it – the pay isn't that great either. Now there's an alternative that will allow you to promote a FUN product while being able to balance your social, academic, and professional lives.

StudentCity.com is committed to providing you, and thousands of other students like you, with the tools you will need in order to effectively sell our vacation packages and reach your goals. Some campus reps are simply looking to sell 15 trips so that they can earn 2 free trips. Others set a goal to earn thousands of dollars in commission! That is what makes our program so great. You set your own goals and we provide you with the resources to get there. Your only commitment is time and energy!

With the combined efforts of our Campus Reps and Managers, our Midwest Regional office in St Cloud, MN, our Southwest Regional office in Austin, TX and our Boston-based corporate headquarters, StudentCity.com is the largest student tour operator in North America. Many of our representatives have gone on to join our company as full time Regional Sales Managers earning over \$50,000 in their first year after graduation! And best of all, they are selling a product that is fun!

This year, StudentCity.com will have over 5000 campus representatives at schools throughout the United States! Your Regional Sales Manager is always just a phone call away to answer your questions and provide you with additional selling material! Remember, if you succeed, then we succeed!

Welcome Aboard!



StudentCity.com

THE ULTIMATE SPRING BREAK EXPERIENCE



I just wanted to drop you a note saying thanks for a great week. Everything about the trip was perfect. Ensuring that all the kids were at the same club made such a difference. It also helped that we got the royal treatment and hung out in the VIP section all week. I think Disco Beach was my favorite night. The reps really did a great job taking care of my friends. I think Keith had to take care of at least 4 of them. It definitely made us feel safer knowing you guys were there.

Laura Michelsen, U of DE

I think you already know how much of a BLAST I had in Acapulco!! My friends also would definitely agree that that was the best week of the year! The hotel was nice, the beach/pool was fun and relaxing and, of course, the clubs were AMAZING!!! I really liked how StudentCity organized it so that our entire school went to the same clubs every night. Even the restaurants on the meal plan were good. I really can't think of anything that wasn't good about the trip.

As far as selling trips goes, I'm still really psyched to do it! I already know of a bunch of kids in my dorm that heard about how great our trip was and are interested in going next year! :) Michele



I absolutely love StudentCity.com and cannot thank you enough for the awesome time I had. I loved the fact that I didn't get bored at any of the StudentCity events. There was always some new contest or some new MTV event to watch or some awesome DJ spinning. Every night I had an awesome time!! I wish I were rich because I would definitely travel with you every year. I've already told all my friends about you and how awesome you are. The fact that StudentCity people were everywhere in their red shirts, I always felt comfortable and safe. I don't think I could have had as fantastic a time as I did if it wasn't for those reps being everywhere.

Elyssa Phillips

Philadelphia University of the Arts

The customer service, the reps, the meal and party packages, the OVERALL PACKAGE greatly surpassed my high expectations! Good job and congrats! I was very impressed with how organized and completely accessible Studencity was and its Representatives are! I would 100% book with you again!

Alan Epstein, College Of Charleston





FREE TRIPS AND COMMISSION SCHEDULE

StudentCity.com's commission plan, designed to provide you with tremendous rewards as you reach new levels of achievement, is the best in the industry. As we've already pointed out to you, your earnings potential is unlimited – you set your goals and you decide how much you want to earn. Just take a look!

StudentCity.com Commission Schedule	
<u>Trips Sold</u>	<u>Commission</u>
1-14	\$25 per trip (Must sell at least 12 trips)
15	2 FREE TRIPS
16-30	\$35/trip
31-45	\$40/trip
46-100	\$45/trip
101+	\$50/trip

a. 1st free trip to be taken over Spring Break and is based on the average cost of trips sold.

b. 2nd free trip is to Cancun during the Summer Program is based on quad occupancy at a moderate beachfront hotel. StudentCity will supply roommates if necessary. Applies to the 1st 15-trip level only.

c. Commission is retroactive back to free trip level! (That means when you get to 51 trips sold, you earn \$45 on all trips sold, not just those above 50 trips!)

d. At 15 trips sold, campus reps must choose a free trip or \$375.

**No other company provides you with the opportunity to earn more than StudentCity.com!
Keep reading for information on our new REP REWARDS!**

EXCLUSIVE VIP PROGRAM... YOU ARE OUR VIP!

As a StudentCity Campus Rep we want you to know just how important you are. That's why we've created our VIP program. Your reward for selling trips isn't just FREE Travel and tons of cash, it is also getting the added benefits such as Velvet Rope Treatment during your Spring Break Vacation. Through the attainment of a pre-determined level of sales, Campus Reps will attain varying levels of VIP benefits during their vacation that would otherwise not be available to them or any other StudentCity traveler. Upon arrival at destination they are given a VIP bracelet and member benefits. Check out all the things you'll experience!!

Member Benefits

- ❖ VIP Orientation
- ❖ VIP Club Entry
- ❖ VIP Exclusive Pre-Parties
- ❖ VIP Celebrity Meet & Greet (where applicable)
- ❖ VIP Name Recognition & Shout outs
- ❖ VIP Staff Assistance

VIP Levels & Rewards

- * 15 Sales = 2 Free Trips*
 - * 20 Sales = VIP + Free Party Package
 - * 30 Sales = VIP + Free Party Package
+ Private Happy Hour for your group!
+ Guaranteed priority Staff interview
- (*One Spring trip, one Summer trip)



SETTING YOUR GOALS

By now you must have an idea of how many trips you want to sell as a StudentCity.com Campus Sales Representative. Make sure that you have a clear idea of how much time and energy you want to devote to selling trips. Remember, the greater the effort, the greater the reward! We have always found that the biggest step toward reaching your sales goal is to write it down. Please write down your goals in the spaces provided below. Remember to consider all the other great benefits you receive from being a StudentCity.com Campus Rep!

- Travel FREE and experience Spring Break VIP style!
- Earn a substantial income
- Set your own schedule –As a Campus Rep you will be able to:
 - Study and achieve academic success
 - Manage and facilitate sales on your campus
 - Have an active social life
- Make new friends
- Earn valuable sales and marketing experience

Goals

1. Number of trips I want to sell: _____
2. Amount of Commission I want to earn: \$ _____

Make sure that you refer to your goals often. Remember, it is impossible to get somewhere if you do not know where you are going!

“Anything the human mind can conceive and believe, it can achieve!!!!”

RESUME EXPERIENCE AND FUTURE OPPORTUNITIES

The experience that you’ll gain as a Campus Sales Representative for StudentCity.com will prove to be invaluable. In fact, as StudentCity.com continues to grow, many new positions become available throughout the country. If you are not graduating next spring, we also have positions available working as a Staff member in Mexico, Jamaica or the Bahamas. (Talk about a cool summer job!) Make sure that you speak to your Regional Sales Manager if you are interested in other employment opportunities with StudentCity.com!





WHY STUDENTS SHOULD BOOK WITH STUDENTCITY.COM

As you have unquestionably realized, StudentCity.com is not like other travel companies. Our objective has always been to organize and promote a vacation that is specifically geared towards the student traveler. Whether this means offering our spring break vacations at a price that students can afford, or providing them with an exciting week of non-stop parties and events, STUDENTCITY.COM DELIVERS! Make sure that you have a solid understanding of everything that is included in your package. The better you know your product, the easier it will be for you to sell it effectively!

ALL SPRING BREAK PACKAGES INCLUDE:

- Round trip flight (excludes Florida)
- 7 nights hotel accommodations
- Round trip transfers between airport to hotel (International packages only)
- All service charges and gratuities (except government departure taxes and fees)
- Offices in each destination at your service while on vacation
- Professional Staff on location 24 hours per day
- Complete offering of optional activities including Spring Break Party Cruise, Jungle Tour, Foam Party, and much more!
- Welcome orientation by StudentCity.com Staff upon your arrival
- FREE Welcome Party to start your spring break off right!
- FREE MEAL PLAN (Mexico/Jamaica before Oct.31)
- FREE DRINKS (50+ Hours in Cancun/Mazatlan, Cabo, Puerto Vallarta)
- FREE DRINKS (20+ Hours in Acapulco/Jamaica/Bahamas)
- FREE StudentCity.com wristband for non-stop parties, contests and activities at all of the most popular restaurants, bars and night clubs



The StudentCity Difference:

Students will choose a company to travel with for many reasons. Below you will find all of the reasons that StudentCity.com is the #1 provider of Spring and Summer vacations in the young adult market. Simply put, StudentCity.com has distinguished itself by combining reliable travel with high-class entertainment to not only provide students with a vacation, but *The Ultimate Spring Break Experience!* By educating potential travelers on these points and effectively communicating how they will impact their vacation, the sale will make itself!

Our Commitment to you: StudentCity is committed to making your vacation with us one that you and your friends will never forget. Our experienced team of professionals is knowledgeable and eager to help you plan and enjoy your Spring Break.

Worldwide Resources & Reputation: StudentCity.com is the Student Travel division of First Choice Holidays, a \$5 Billion publicly traded corporation and one of the largest tour operators in Europe. No Spring Break Operator can match the reliability, financial backing and stability, and network that this relationship provides.



150% PriceBuster Guarantee: We guarantee you will not find a better value than one of our spring break trips. In the unlikely event that you do, you'll receive a 150% discount of the difference! Now that's putting your money where your mouth is!

Entertainment: StudentCity has been able to solidify exclusive relationships with MTV, MAXIM Magazine, Road Rules, Real World and Jackass. In addition, StudentCity has been the exclusive "Spring Break Partner" of MTV for the last three years; providing airfare and hotel accommodations for contestants, assisting with production efforts, hosting celebrity guest appearances, granting VIP access to select StudentCity travelers to the tapings of the shows, and even selling trips on MTV.com! Our exclusive contract with MAXIM Magazine led to our production of MAXIM Break, MAXIM's one and only Spring Break production. Lastly, performances by Method Man and Lil' Flip have turned our parties into out of this world experiences that will never be recreated! Every day and every night, StudentCity.com will have different activities, special dinner events and non-stop parties with THOUSANDS of other students.

You are Not Alone: Studentcity.com has the highest ratio of staff to students in the industry. All of our international tours are complete vacation packages that offer the services of on site staff. They will greet you as soon as you reach your chosen resort and be available to you to make sure that your well-deserved vacation is hassle-free and loaded with fun!

Escrow Security: For the protection of all StudentCity travelers, all monies sent to us are made payable to an escrow bank as required by the U.S. Department of Transportation (per sect. 380 of the Federal Aviation Act). By placing all funds in escrow, a customer is protected in the event that services are not provided. Your money is safe with StudentCity!

Public Charter (P.C.) Numbers: As required by law, StudentCity files all chartered flights with the Department of Transportation (D.O.T.) before being advertised. A customer can contact the D.O.T. in Washington, D.C. to verify the existence of any public charter flight. In 1994, StudentCity was the first public charter operator to ever publish its public charter number on the front of its brochure. The DOT commended StudentCity for taking this important step toward educating the general public about the importance of PC#'s.

Reliability: StudentCity has built a reputation as the leader of quality vacation packages at a value price. We have maintained the highest percentage of on-time flight arrivals because we use quality air carriers such as Continental, American and charter air carriers that have the highest standards in air travel. In addition, our long-standing relationships with hotels ensures that StudentCity travelers are given top priority. We are also a member of the BBB, ASTA TOP, and NAC.

Tour Operator vs. Travel Agency or "Middleman": It is important to understand the difference between a Tour Operator and a Travel Agency. A Tour Operator is a travel provider who contracts his or her own airline seats and hotel rooms. A Travel Agency is a retail store, which simply resells a Tour Operator's package. Many of our competitors who label themselves as a "Spring Break Company" are no more than a "Middleman" Travel Agency who passes off a StudentCity.com package as their own. They do not have their own inventory and will usually sell anything the customer wants in hopes of finding the package through a Tour Operator such as StudentCity.com. In the event they can not, they will cancel the reservation. Remember the golden rule: We HAVE the space, then SELL it. They SELL it, then try and FIND it.

You pick-it, we ticket: SCC offers you a wide variety of destinations to meet both your tastes, as well as your budget. Because we specialize in student travel, the hotels we select are usually filled with students like you who are ready for a good time!



Sign-Up Bonuses: All customers who book before a preset deadline, as stated on our flyer, will receive 14 free meals and 20-50 hours of free drinks in certain destinations. In addition, throughout the course of the year StudentCity.com will offer special incentives for new booking to encourage people to make their reservation and help you sell more trips.

Free Wristband and Discounts: StudentCity.com's exclusive wristband entitles you to extra hours of free drinks, discounted club admissions, tours and parties at most of our Spring Break locations. As a banded member traveling with StudentCity.com, we are proud to offer you more free and discounted stuff than any other available tour.

Flex Pay: We offer you a variety of options to help make paying for your tour easier. With our new EZ-Pay system you can make minimum monthly payments that will help you pay off your trip cost without the burden of a large unaffordable final payment.

No Credit Card Fees: StudentCity.com has a policy of not charging a fee for use of a credit card to pay on your account. As a matter of fact, in most states, it is illegal to do so. Most of our competitors charge a fee of \$25-\$35 and claim that this is a cash discount to get around the regulations. Is that someone you want to trust your money with?

Insurance: Each client is offered optional trip cancellation and medical insurance.

Internet: StudentCity.com was the first in the industry to our online reservation capabilities. Through our top-rated website you will enjoy all of the benefits of managing your account at any time of the day or night. Our easy on-line reservations system allows you to check and pay your balance, add options to your account, and you will even receive your invoices and travel vouchers right to your email account.

SELLING TO COLLEGE STUDENTS

WHO TO SELL TO

Friends: Your friends are your first and best source of sales. Approaching them about the possibility of traveling on Spring Break is easy and comfortable. They know you and trust your recommendations. Having a friend travel with you is a win-win for you and them.

Start recruiting with your immediate circle of friends and then move to:

- a. **High School Friends:** Stay in touch with them. Chances are you will see them over the summer and they are scattered throughout the country at different universities. Educate them on what you are doing after all, what better place to meet up with old friends that you haven't seen in a while than a warm sunny beach!
- b. **Friends and Acquaintances from Previous Jobs:** Ask them what they are doing now and recruit them to travel with you.



Fraternities and Sororities: A list of all Greeks is available at the Greek Office, Student Union, and/or the Campus Life type offices. By nature Fraternities and Sororities usually attract more student leaders than any other group or organization. They also know other students involved in a variety of other clubs and classes. If a school does not have a Greek system, begin recruitment with the major clubs.

Why Greeks Are Important:

- **2nd best source of sales!**
- **Easiest way to reach large group of your target market**
- **Get the bandwagon rolling and the entire Greek system will jump on board**
- **At least 2 trips from every house**
- **Promotional opportunities such as Greek Games are great to sponsor**

HINT: GET TO THEM BEFORE THE COMPETITION!

Clubs and Organizations: Obtain a list of academic, athletic, and political clubs from the Student Union. The list will probably also contain the names of the group's leaders and their addresses. These organizations have mail boxes on campus where you will hand deliver an informal letter and trip information specifically addressed to the group leader.

Dormitory Halls and Campus Buildings: Obtain a list of dorms and campus buildings from the Department of Housing (or something similar). Contact Resident Advisors and have them help you set up group meetings.

Classmates: Talk to everyone in your class and let them know you are selling trips. Pass out your contact information and your flyers.

Competitors: While we do not encourage pirating from other companies, you will find CRs from competitors. If a competitor's sales representatives are interested in your product, take the time to educate them.

Family Members: This is an excellent way to enter into different markets. You may have a sibling who goes to another school in another market.

Local Businesses: Local businesses such as restaurants, bars, tanning salons, package stores, and convenience shops will allow you to put your flyers out on their counters.

Apartment Complexes: Obtain a list of the major apartment complexes from a local student real estate office or from a national agency. Find out if the complex has any large events planned such as volleyball tournaments, etc.

HINT: You can sell trips at 'any campus', 'any week of Spring Break', going to 'any destination'. We sell them all.....and now you do too



In the many years of successfully selling trips to the student market, we have identified the top 5 most effective ways to become successful as a Campus Sales Representative.

1. FLYERS

This is by far the most effective and efficient method that you will come across to market spring break vacation packages. StudentCity.com will print well over 1,000,000 color flyers this season. Why so many? Because we know that the more flyers that are distributed, the more trips that will be sold! The same holds true for you. StudentCity.com will supply you with an unlimited number of flyers with your name and phone number pre-printed on them. All you need to do is distribute them around your campus in a variety of different ways as outlined below:

- A. **Friends** – One of the best places to start with your spring break selling efforts is with your friends! Pass out flyers to all of your friends and make sure you let them know you are working with StudentCity.com as a Campus Sales Representative. Chances are that you will be traveling with these same people during spring break, so what better way to get things rolling.
- B. **Posting** – Posting flyers around campus can be very effective, if it's done right. We suggest you take a few at a time and periodically post them in "high traffic" areas around campus. Most posting areas need approval, so make sure you're not just putting them up for the late-night janitor to take them right back down! It is a waste of time, and flyers, if you post hundreds of flyers around campus everyday, so use good judgment. StudentCity.com has also hired professional poster reps to canvas colleges throughout the United States and post the same flyers in approved areas. **When you see this material displayed on campus, please refrain from covering, posting over or nearby this material!! There are more than enough sales to go around!**
- C. **Display Table** – Most campuses have an area (i.e. Student Union) where you can set up a table in a high traffic location to distribute flyers and generate new leads. You want to decorate these area with posters, flyers, & photos This is a great way to meet students that are planning a spring break trip. Inevitably you will get many potential customers coming up to your table and asking about the trips that you have available. Keep a notepad close by so that you can write down names and numbers of people who are interested in traveling for spring break. You can even set up a raffle drawing and give away some discount certificates to the winners. Speak to your Regional Sales Manager about setting up this kind of promotion.
- D. **Table Topping / Handouts** – Take a few hundred flyers and hand them out in a high traffic area. It does not take very long to do and it will undoubtedly yield some quality leads for you. Many students will simply go to the cafeteria shortly before lunch or dinner and place flyers on the tabletops. When students arrive to eat, now they have something to read and talk about during their meal! What could be better than to have everyone on campus sitting around reading your flyer and talking about spring break!
- E. **Dormitory Halls / Campus Buildings:** A list of campus dorms may be obtained from the Department of Housing (or something similar) of the school. Resident Advisors are better. They know all of the students on their floor, and are usually excited about getting a free vacation! Have them set up group meetings. By going through the On-Campus Housing Director, you may be able to address ALL of the Resident Advisors at one time at their weekly/bi-weekly/monthly RA meeting. This is an ideal selling situation.



- F. **Apartment Complexes:** A list of the major apartment complexes may be obtained from a local student real estate office, or from a national agency. Find out if the complex has any large events planned (BBQ, volleyball tournaments, etc.) If they do, set up a table with a banner at the event and hand out brochures. To encourage attendance, a free trip could be authorized (Note: Must receive prior approval from the Sales Director). Put posters at all of the common areas: laundry room, weight room, club house, tennis, volleyball, basketball courts, etc. You may also go door to door and hand out brochures.

2. GREEKS AND OTHER STUDENT GROUPS

- A. **Targeting Groups** – One of the best ways to sell a large numbers of trips with the least amount of effort is to market to the various student organizations on campus. Greek organizations are generally the best place to start, although many other student organizations tend to travel together during spring break. They are generally a cohesive group of people who like to hang out together in large groups and party- the perfect spring break customer! If you are a member of a Greek organization, then you should have no problem being able to address not only your fraternity/sorority at the weekly chapter meeting, but the other chapters on campus as well. Even if you are not in a Greek organization, you can usually attend a chapter meeting by simply speaking with the President or the Social Chairperson. Also, make sure that you visit all of the houses on campus and place one of your flyers in each mailbox or under the door of each room. Obtain a list of Academic, Athletic, and Political Clubs from the Student Union. You may also a list of all Greeks is available at the Greek Office, Student Union, and/or the Campus Life type offices.
- B. **Group Presentation Outline** – Whenever you address a group, it is important to be prepared with an outline of what you are going to say. The more confident you sound about the product that you are selling, the better the impression you will make on the group. The following is a good outline of how your presentation should flow:
- I. **Introduction**
 - Officially introduce yourself as a campus sales representative for StudentCity.com.
 - Let them know that you are marketing spring break to everyone on campus.
 - II. **Trip Information**
 - Pass out spring break flyers.
 - Begin describing various destinations and hotels offered by StudentCity.com.
 - Point out all features and benefits of a StudentCity.com spring break vacation.
 - III. **Sign Up Procedure**
 - Explain to everyone that they only need a \$100 deposit to sign up.
 - Pass around a sign up sheet for people interested in traveling.
 - Establish a date by which you would like to collect deposits.
 - IV. **Closing**
 - Briefly review and recap main points of the meeting.
 - Thank them for their time and tell them they can call you with any questions.
 - Set a date/time to return to collect deposits (probably next week's chapter meeting).



3. WORD OF MOUTH

Once the word spreads that you are selling spring break trips, you will be amazed at how word of mouth alone will begin to generate new leads for you. “I was speaking to my friend Melissa who dates this guy in TKE (a fraternity on campus) that said you were selling trips to the Bahamas which is where we wanted to go for spring break”. Get the idea? You need to ask your friends to spread the word around for you. Give them some flyers and ask them to pass them around to friends in some of their classes. Just imagine all of the students on your campus that travel for spring break. Once word of mouth spreads, everyone on campus will know you as the person to call for their spring break vacation!

4. THROW A SPRING BREAK PARTY!

- A. **On Campus Party** – What better way to attract potential spring break customers than to throw a spring break bash! Pick a theme like Cancun Tequila Toga Party or a Bahama Mama Beach Bash. Your Regional Sales Manager can give you some discount vouchers to use as a giveaway in order to generate interest and draw more people to your party.
- B. **Bar Promotions** – Many campus representatives will contact the manager at a popular local bar where many students from campus like to hang out. Tell the manager that you are a Campus Sales Representative with StudentCity.com and that you want to help promote a spring break theme night at his bar. Let him know that you are willing to give away discounts and free trips (get prior confirmation from your Regional Sales Manager) in order to draw a crowd. Bar managers are always looking for new ways to promote their establishment. What could be a better tie-in for them than spring break!

5. EMAIL EVERYONE YOU CAN!

Along with email promotions that we will supply you, you should create a personalized Spring Break email to send to all of your friends. Announce that you are the StudentCity.com Campus Rep for your school and it is YOU they should talk to if they are looking to find some sun (among other things) over Spring Break! Tell them to forward the email to their friends, and pretty soon you have a HUGE network of people! You can also send it to campus approved email lists. We encourage you not to send unsolicited emails however.

THE SALE FROM START TO FINISH

Understanding the entire sales process from beginning to end is often helpful in being able to sell spring break vacations. Please read the following example of a typical sales process so you know what to expect.

1. Potential customer (Melissa) sees your flyer in the student union and calls your number for more information. You aren't home so she leaves a message on your voice mail or checks out the website at www.StudentCity.com.
2. When you return home, you hear the message, write down her name and number in your customer log and promptly return the call. Fortunately she is home. Melissa informs you that she and 7 of her friends want to travel to Jamaica for spring break. You arrange to meet with her tomorrow night so you can tell her everything they want to know about StudentCity.com's spring break vacations.
3. The next night you meet. Everything goes well. Melissa identifies a hotel that meets their taste and budget. While she is with you, you call the StudentCity.com office and receive an exact price quote. At the end of the meeting, Melissa tells you that she will talk everything over with her friends and give you a call by the end of the week.



4. At the beginning of the next week, you have yet to hear from Melissa. You either email her or you pick up the phone and call her. “Hi Melissa. I was just calling to see if you had decided to reserve your trip for spring break at the Negril Beach Club in Jamaica.” She says that they have decided to go. You then can either direct her to sign up on line at www.StudentCity.com or you can set a date with her to pick up all the deposits by the end of the week. She agrees.
5. At the end of the week, you call Melissa. She has collected all 8 deposits. You then can either direct her to sign up on line at www.StudentCity.com or you can arrange to meet her and pick up the deposits. After you make sure that all of the reservation forms have been completed correctly, you mail the deposits to StudentCity.com. That’s it!

SPRING BREAK SALES CYCLE + PATIENCE = SUCCESS!

The length of the spring break selling cycle varies based on the time of year that you begin selling trips as well as the area of the United States in which your school is located. Approximately 70% of all college students traveling on spring break make their reservations prior to the end of first semester. Decisions on which company to make their reservations, however, are often times made much earlier. That is why it is essential to begin your marketing efforts early in the season.

Check Yourself....Have you?

- Set a sales goal
- Told your family, friends, classmates, public, and organizations you belong to you are organizing a Spring Break trip
- Marketed to the biggest sources of sales such as Fraternities/Sororities & other Organizations
- Flyered university buildings including: Residence and Dining Halls, Classrooms, and Athletic Buildings
- Talked to the officers of all the organizations on your campus
- Done on Campus Promotions to gather leads
- Called all of your leads
- Met with and facilitated as many sales meeting as you could
- Sent out promotional emails

TELEPHONE GUIDELINES

It is extremely important that you customize your answering machine message to indicate that you are working as a StudentCity.com Campus Sales Representative. A sample message could be...

“Hello you’ve reached Dave with StudentCity.com. If you are calling about our 2004 spring break packages, please leave your name, number and a brief message after the tone and I will get back to you as soon as possible. Thanks for calling and have a great day!”

Keep a log of all the calls that you receive and follow up with messages immediately. Remember that they called you because they are interested in booking a StudentCity.com spring break vacation package. Be aggressive (as well as polite) and you will always win the sale!



RESERVATION PROCESS

MAKING THE RESERVATION

DEPOSITS AND RESERVATIONS

Please make sure that you follow the steps below for signing up new travelers. This will ensure a smooth process for all. Although you do not need to do the items listed below, it is an excellent way to keep track of your sales.

1. Call our office to check availability and obtain an exact price quote. This will ensure that the hotel that you are selling is not sold out. Making sure that you tell your customers the accurate price is extremely important. If possible, you should try and call our office for this information while you are with the customer collecting their deposits.
2. Assign one person in each reservation to be the lead person. This is the person who will receive all of the invoices and travel documents, as well as be a liaison with our office so it should be someone that is fairly responsible
3. Once the reservation has been entered into our real-time reservation system each customer will be assigned a six digit customer ID number. It is important that you enter all customers using their legal names and proper spelling otherwise they will have difficulty using our online account maintenance system. You must inform each passenger of their Customer ID so they can review their account online. Once the reservation is made you will take the customer through the Customer Checklist:

Booking online: This is the most convenient and efficient way to book a trip. When booking online, you are able to view the selection of available hotels and departure cities, pictures of the hotel, its location on the map, the amenities that it offers, descriptions of the optional insurances, meal plans, party packages, and a complete breakdown of the package price. It is very simple to use and they will have the option of putting their deposit down or holding the reservation for 7 days (reservation hold times are subject to change).

Booking over the phone: By being able to actually reserve the space for a customer over the phone, you have instantly given them what they called for, their spot on Spring Break. It takes an average of 3-5 minutes to make the reservation. It is easy for them and easy for you. They also have the option to put down the deposit or hold the reservation for 7 days.

CUSTOMER CHECKLIST

- Go online and update their account information
- Agree to the 'terms and conditions'
- Make their deposit
- Purchase Party Package and other optional inclusions

Account maintenance: Once you have booked your reservations it is important that you stay on top of your group.

1. Making sure payments are entered
2. Making sure spelling of names is correct
3. TPA accepted by travelers
4. Travel / ID Docs prepared
5. Rooming lists submitted



DEADLINES:

Reserve before September 30th, 2004 and receive a free StudentCity.com T-shirt, 14 FREE MEALS and up to 50 hours of FREE DRINKS in select destinations!

Reserve before October 31st, 2004, and receive 14 FREE MEALS and up to 50 hours of FREE DRINKS in select destinations!

Reserve before December 17th, 2004, and receive guaranteed prices up to \$100 less than 2nd semester prices!

Each year the bulk of our sales arrive right around the deposit deadline dates. If you are working with large groups, you may want to create a specific deadline for that group in order to motivate them to act sooner. **PUSH THE DEADLINES! THEY WORK!**

PAYMENTS:

Once StudentCity.com receives a new reservation, a written confirmation is immediately sent out by email to the lead person in the room. Using their customer id, passengers can go online at any time to make payments. We accept payments by credit card online, over the phone, or by mailing in a check or money order. The final payment must be received by StudentCity.com by January 4th, 2005. If this payment is not received the customer will be subject to a \$30 late fee, or complete cancellation of their reservation. Please keep watch over your customers to ensure that their final payments are sent in on time.

CHANGES:

Please let your customers know that once their reservation is processed, there will be a minimum \$30 fee to make any changes whatsoever. Make sure that all of their information is correct before you send it in! Transfers are allowed (with airline and/or hotel approval); subject to a minimum charge of \$30 for this service.

FINAL TRAVEL DOCUMENTS:

Approximately 7-10 days prior to departure, final travel documents will be emailed to each traveler once they have logged into their account online and completed the necessary personal information. These documents must be printed and distributed immediately! If there are any errors, please call our office at once.

COMPETITION

In any business there is competition. The spring break travel business is no exception. StudentCity.com believes that the best way to sell vacation packages is based on the superior level of quality that a product has to offer. We believe that the benefits of traveling with StudentCity.com during spring break are far and away the best choice that a student can make. That is why we do not ever resort to the tactic of badmouthing our competition. In our opinion, this is clearly a sign of weakness in one's product. In addition, this negativity takes away from the customer's enjoyment in shopping for a spring break trip. We hope that you agree and will always work to sell StudentCity.com's vacations on our merits.



FREQUENTLY ASKED QUESTIONS

Now that you've had a chance to learn something about our company and to see what we have to offer, you're probably pretty excited to get started. But you probably also have a number of questions as well. Hopefully we'll answer some of them in the next section, but you can always call our office with additional questions.

How much time will this take?

Organizing trips can take as much or as little time as you want. By working with an Regional Manager at StudentCity.com you can set a personal goal for yourself. We can give you tips that will enable you to spend your time in the most efficient way. We also track your sales for you so that we can tell you how close you are to attaining your personal goal.

When I fill out the application, what are my obligations to StudentCity.com?

None! You are never obligated to do anything. You'll find that our goals are mutually beneficial. In return for making students on your campus aware of StudentCity.com by posting flyers and by talking to people, we'll give you a FREE TRIP, cash or both! You have nothing to lose, and no financial investment to make at any time.

Nobody plans their vacation until February. What do I do until then?

Although some students will wait until the last minute to make their reservations, you'll find that large groups start making their plans in September! All it takes is one motivated person in the group to motivate everyone else to sign up early, before the best hotels are sold out! Last year over 80% of our travelers booked before the end of first semester! Also, high school groups will begin planning their graduation trips well before Thanksgiving, so talk to your alma mater or to high schools near your college campus. Ask your Regional Sales Manager for further details about our June graduation program. The bottom line is that no matter when you become a StudentCity.com Campus Representative, there are always lots of trips to sell!

How can I make this easier for everyone?

Direct them to the website at www.StudentCity.com and they can do everything from get info about who StudentCity.com is, to viewing clips from past Spring Breaks, to touring the hotels and clubs at the destinations, to registering for their own Spring Break 2004 Trip! What can be easier than that!?!?!?

What if Somebody Needs to Cancel?

Although it may be necessary to cancel for various reasons, all packages are transferable for a \$30 administration fee. This way you can have someone take your place for a small fee! All cancellations must be in writing and no refunds will be issued, therefore trip cancellation insurance is strongly recommended (see StudentCity's optional insurance plan through Travel Guard Insurance Services).

What If I Want to Alter My Reservation?

If you want to make any changes to your reservation, such as changing hotels or adding a person to your room, it can be done for a \$30 processing fee.

What Airline Will I Fly On?

All flights are public charters. The direct air carrier and type of aircraft are listed on the invoice confirmation. Most of our charter flights are through Continental or Trans Meridian Airlines, which provides Boeing 727's or larger aircraft. Each plane usually holds 173 passengers.



Do I Need a Passport?

The United States government requires all travelers to present a photo I.D. upon boarding an aircraft. People traveling to Mexico and Jamaica are required to have either a passport or a photo I.D. along with an ORIGINAL copy of their birth certificate.

When Do I Receive My Tickets?

Each traveler will receive an email 5-10 days prior to departure notifying them that their travel documents are ready to be printed. They will then need to log into www.studentcity.com with their customer and last name to retrieve and print their documents. These documents are MANDATORY for travel and must be kept in a safe place at all times!

What Happens When We Get Off The Plane?

All travelers are met at the airport by StudentCity Onsite Staff and are provided free transportation to their hotels, or a central orientation spot. Upon arrival, all travelers are given an orientation as to the schedule of special events for the week, a list of optional tours, available discounts, emergency contacts and trip policies. At this point you will purchase your Party Package if you have not done so already!

Are Hotel Security Deposits Required?

All hotels require a refundable security deposit for each room. The deposit is not in the published price of the vacation package, but it is required to be paid upon hotel check-in. The deposit is fully refundable upon checkout if there is no damage to the room and no unpaid hotel charges. The deposits range from \$25-\$100 per person and can usually be held on a credit card.

How Much Spending Money Will I Need?

Everybody has different spending habits. Students should use their own judgment in deciding how much money they will need for a full week of vacation. Some students can get by on \$250, while others will find they need more. We would estimate that the average student approximately \$350 for food and activities.

Do You Supply Chaperones?

No, but we do supply Onsite Staff. StudentCity treats students as responsible adults. We provide onsite personnel, housed in the same hotels as students. They are available 24 hours a day to answer any questions or help you resolve any situations. StudentCity.com cannot take responsibility for students' actions.

IN CONCLUSION

Many people always find an excuse NOT to do something. "Oh I could never do that" or "Why are you wasting your time. That will never work". The people that accomplish something in this world are the ones that take initiative. Signing up as a StudentCity.com Campus Sales Representative shows terrific initiative and clearly differentiates you from the pack. By following the sales guidelines that have been outlined in this guide and devoting some time and energy, you will reach your goal.

Welcome to the StudentCity.com Team!