1. **What makes the nominee’s performance and contributions outstanding?**

After thoughtful analysis and careful deliberation early in the year, this highly motivated nominee completely rejuvenated the In House Marketing Program for one of the most successful and fastest growing timeshare development companies in the United States in 2008. Managing a staff of eight people, this nominee refocused on customer service, and adjusted marketing techniques and procedures to reflect a new approach to booking tour appointments. Net in house sales volume increased 29 percent to $18 million in 2008, and the company achieved a volume per guest of $5,166 with the new and improved tour generation procedures in place.

2. **Describe new ideas and methods introduced by nominee in 2008 including specific examples of achievements, character, team effort, community involvement, and traits that set this individual or team apart from others.**

This nominee implemented a system using scratch tickets that caused virtually every guest to approach the Concierge Desk to redeem a prize immediately upon checking in with the Front Desk. As a result, the department achieved near perfect saturation in terms of the number of tours booked in relation to the number of owners, exchange guests and renters checking in per week. This nominee also created a new Breakfast Orientation designed to provide everyone with invaluable information concerning activities and special events – a team oriented approach to booking tours that proved tremendously successful. This extremely spiritual nominee commits many hours per
week counseling young people, and generously donates time and money to several local charities. This nominee always focuses on providing superior customer service.

3. **Describe nominee’s marketing and/or sales philosophy.**

This nominee believes genuine enthusiasm for vacation ownership combined with personal interest in providing great customer service creates the right sales and marketing environment to achieve optimal tour booking results. This nominee directs team members to emphasize the value of the product rather than the value of the premium when soliciting tour appointments, and insists that everyone go the extra mile providing the information necessary to enhance the vacation experiences of every owner and guest. This nominee trains the staff to communicate on a sincere level from the heart. The sales and marketing philosophy is based upon the premise that the more someone gives to another person, they more they receive in life. This nominee emphasizes the importance of making friends with the owners, and then making sure those friends are happy with their vacation experiences.

4. **Describe market conditions and identify/describe any unusual conditions relating to the nominee’s performance such as competitive environment, market area, and seasonality.**

This nominee works in a seasonal environment where only eight months of the years are considered high season. Furthermore, many name brand timeshare development companies actively market in the immediate vicinity. The resort property itself is located within driving distance of two major metropolitan areas, and many owners and their guests utilize the property on a year round basis. Although owners are welcome to get an update at any time, tour appointments with a premium attached are limited to one every six months in order to avoid abuse of the system.
5. Describe marketing programs and techniques used to attract prospects, avenues to produce sales and compensation and/or fees assessed upon completion of sale.

This nominee added a dimension of surprise and suspense to the process of arranging tour appointments in 2008 by incorporating a scratch ticket system where every owner and guest wins a hat, shirt or coffee mug just for walking up to the Concierge Desk upon arrival at the resort. This innovative idea completely reinvigorated everyone involved in the tour booking process in 2008. In order to minimize premium redemption costs without diluting the perceived value to owners and guests, this nominee designed tour premiums for use at the restaurant and spa on property in 2008. This nominee makes it a point to provide maximum levels of service even after the tour appointments have been secured. This nominee understands that satisfied owners are most likely to upgrade when given the opportunity. This nominee also established a new policy concerning exchange guest stays in 2008 to avoid wholesale purchase of the tour appointments. The company offered only one premium package per exchange guest stay regardless of the number of qualified couples residing in the suite. This policy modification resulted in a huge improvement in terms of sales volume per exchange guest, and saved the company significant dollars in terms of premium costs. This nominee is paid an annual salary as a manager. Booking agents are paid $55 per tour, another $50 if the client purchases, and then a monthly bonus based on the sales volume per guest. Daily and weekly payments from a Special Performance Incentive Fund are also used to motivate the booking agents.