



Call 11

Janice Joplin

Phone number is: 777-611-2222



Transferred by Marie



~ 20 minutes



Refusal



Affect - Nice

Facts

Janice Joplin is a middle-aged woman calling in to understand how the points work with cruises.

- Wants to know how the program she has works (how points are used for booking a cruise)
- During her looking around on the website, saw something about trading power
- Went on a cruise three years ago and had two cabins. Is looking to cruise again but is only investigating.
- Has a son in St. Louise and is considering setting up a cruise for the family.
- Wants to know what how to use what she has, not add more

Result

Ultimately, you will not purchase the package. Only firmly reject the purchase after the fourth attempt to pitch again, or if they seem flustered, confused, or sound frustrated and angry.

Behavior

- Compliant and nice
- Distracted by grandchildren
- Becomes frustrated if the answer about how the trading credits isn't answered
- Will not use friends or family for scoring points
- Becomes terse if her questions aren't answered
- Ultimately will not buy, if pushed will say exactly that

Conversations

- Agent should provide a solid intro and greeting
- Agent should get name and phone number

If the agent says to take down their number:

- Be distracted because you are holding a granddaughter
- The child is three months old
- Take time, say "hold on" a lot. Be distracted.

As the agent explains the package:

- Say "ok" a lot
- Seem distracted
- Make occasional side commentary as if you are speaking to someone else in the home

Prompts

When they bring up why you called today:

"Well, it's just the new cruising like a rule. I just wanted to understand what had changed."

If the agent pushes, with something like "what do you mean?":

"I was on the site and I saw something that said that there was a new thing for trading power and there was a chat that popped up that says that informed me of the changes and said, do you want more information and I said, yes, but I couldn't talk right then so they called me back."

If they ask about the past cruise or booking another cruise:

"We need to decide. We have a date in mind. We're trying to decide. We went on that three years ago. We probably do it again. We might do 2 cabins. We might just take over the kids, just the two of them with us at 1 cabin. We are just trying to figure out so I was trying to get some information because we have lot of points like trading power. Not that we need to use it but I'm just trying to plan out, where we can go. I just want to get some sort of help if there is anything new. So probably for one cabin or two cabins, depending on what I find out."

Follow up with:

"That's our first cruise that we've ever done in years and then, we were thinking about it again because my son lives in St Louis. So we are looking to do it again I am thinking it's about time to do it but I want the kind of information before I went and head in."

Once the agent's pitch is done use the following at all of their attempts to overcome objections:

"It makes sense. I've seen these types of packages before. I will be totally honest with you. If you probably look at our account, you'll see. We have a lot of vacation points and exchange trading power that we don't use and don't need any more so I have more vacation and I know what to do with it or I can get my busy kids to use. So, I appreciate that..."

Follow up with:

"No. I totally get it but my goal was to try to figure out how to use what I have, not add more. It just makes me stressed out to even think about to find a way to use more. So, I totally get it."

If they ask when they are going to book another cruise or to where:

"I don't know. Honestly, I don't know. We might go to Bonnet Creek and use my Wyndham point. We might go down to in Saint Martin where we have our original Timeshare. We just don't know. I was just calling in so my grandkids can have fun on the carnival cruise. Not my favorite thing but it's their favorite thing and they're young enough for things like that. I just don't want..."