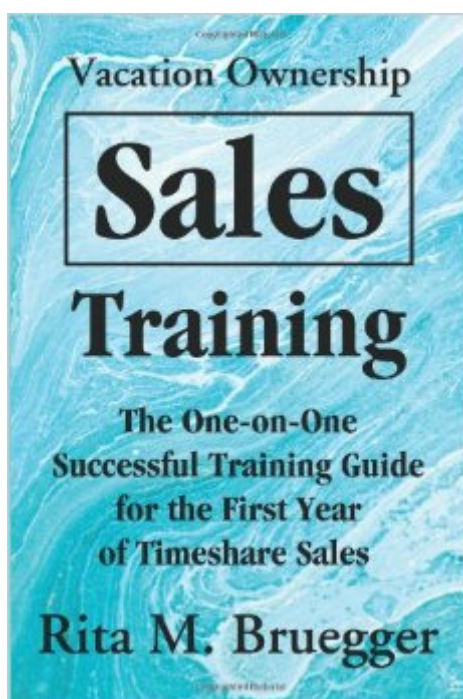


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# Vacation Ownership Sales Training: The One-on-One Successful Training Guide For The First Year Of Timeshare Sales



## Synopsis

In a must-have guide, the author shows effective steps to developing, selling and closing Vacation Ownership sales presentation. Top resort sales trainer Rita Bruegger offers proven closing techniques, concrete direction to structure a new sales presentation, or improve your existing sales presentation, in an easy to read direct format. Follow this program and never hear I have to think about it again!

**Vacation Ownership Sales Training: The One-on-One Successful Training Guide for the First Year of Timeshare Sales** is the most useful and complete Vacation Ownership sales training guide today. Designed as a comprehensive motivational book, these proven sales formulas can be used for selling Fractionals, Memberships, Quartershares, Clubs, Campsites, Vacation Homes and Timeshares. Whether you are selling fixed time, floating time, leased, deeded, every year, every other year, or right-to-use products, this book has placed a special emphasis on:

- example sales presentation verbiage
- trial closes
- overcoming common industry objections
- how objections are really negotiations
- urgency methods
- take-away techniques
- monitoring body language
- the power of third party stories
- selling to the personality styles
- 6 characteristics of what it takes to be the best
- working down the numbers
- handling follow-up and referrals

## Book Information

Paperback: 340 pages

Publisher: iUniverse; First Edition edition (August 21, 2001)

Language: English

ISBN-10: 0595195431

ISBN-13: 978-0595195435

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (46 customer reviews)

Best Sellers Rank: #363,718 in Books (See Top 100 in Books) #64 in [Books > Business & Money > Real Estate > Sales](#) #78 in [Books > Textbooks > Business & Finance > Sales](#) #334 in [Books > Business & Money > Real Estate > Buying & Selling Homes](#)

## Customer Reviews

This is a quite exceptional volume. Books of any kind on vacation ownership are uncommon; literate and genuinely valuable books on the subject can certainly be counted on the fingers of one hand (probably excluding thumbs...). If you sell timeshare, you simply cannot afford not to master everything in this book; if you just want to understand how timeshare works and how it is sold, you

need not even begin to look elsewhere. Sales people - here is a seasoned, intelligent, and successful professional telling you how to do it. What more could you ask for, other than for them to write you a check?

I purchased the book at first having met the author personally curious about her work. The author brings structure and elaborates on details helping refreshen the timeshare presentation for seasoned veterans or get green-pea rookies up and selling. Her selling psychology highly motivates the reader to wanting a chance to "try" her approaches on the next tour. If your lost or not doing well selling timeshare, would like to read what a proven producer has to say, or would simply like to refreshen your sales presentation skills then I highly recommend the book. I've met her and she writes as well as she sounds. In sales presentations she'll blow you away.

This is one on the most helpful books I've ever read on the subject of timeshare sales. So thankful to have found it and worth every penny of the investment. Add it to your library today!!!!

I have been a timeshare sales rep for 6 months and this book has been a saving grace for me. My resort does not have a sales training department and the managers only have so much time. The book takes you through the whole presentation from begining to end and gives you many closes as well as ways to overcome objections.

This is the book to get for timeshare sales reps. There are other book out there but this one is specific to selling timeshare. This should be the bible for new agents and seasoned agents alike. Lots of helpful info and tips that helps keep one focused, motivated, and on the path to success. Thumbs up.

This is a **MUST HAVE** for any timeshare slaes rep. Bruegger has written the book on mastering the art of timeshare sales. She knows what she is doing, and it definately works. She takes you through the entire sales presentation step by step... and shares the knowledge from her years "on the track" with overcoming the objections, as well as showing the guests their needs and benefits. I work for the largest privately held timeshare company in the world, at their Gatlinburg location. I bought Rita's book in February, read it and applied it... I ended the month of March as #4 on our sales line. Great book!! I recommend it to anyone who is serious about their sales career in the timeshare industry. Haven't got the numbers for April yet, but I know I'm in the top!! Thanks Rita!!!!

By the Author of: *One Day She'll Darken: The Mysterious Beginnings of Fauna Hodel* Rita Bruegger gets the basics down pat. From the greeting and warm up to the pact break (absolutely necessary in most tracts), discovery, product presentation and close - it's all there. Just follow the directions and use some of her words. I found myself referring back to her book over and over again. Since each venue is different from one another, the specifics aren't covered in this well written book. But for the beginning sales agent in timeshare, I think this book is part of the foundation of good, positive selling techniques geared specifically for one industry.

In all fairness, I'm not sure any book can help a person be an amazing timeshare sales rep. After all, it's timeshare sales. The people walking in are there for the free gifts. Let's not kid ourselves. Until the developers get rid of the annual fees, I'm not sure the market will ever be that hot. The book was great though. It really walks you through the nuances of timeshare sales and the psychology behind them. However, I can read all the books in the world about archery, but how often do you think I will actually hit the bullseye? Good luck with your selling.

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