

SUSAN HELFRICH
PROFESSIONAL SPEAKER - TRAINER - AUTHOR

CRUISE EVENTS

Professional Secrets
to Selling a Celebrity Hosted Group Cruise



Dirk Benedict
A-Team, Battlestar Galactica



Jack Scalia
Film/TV Star



Lou Ferrigno
The Incredible Hulk



John Davidson
Film/TV Star



Fred Sherman
Radio Talk Show Host



Peter Woodward
Film/TV Star



Micky Arison
Chairman & CEO, Carnival Corp.



Christopher Lowell
TV Host, Discovery Channel



Ed Rendell
Governor of Pennsylvania



Tracey Kelly
Sr. VP, Holland America



Stein Kruse
President, Holland America



Rick James
Sr. VP, Princess Cruises

Introducing Susan Helfrich

- Founder and creator of Cruise Events.
- Winner of numerous awards in the travel industry.
- A practiced television co-host selling products for QVC.
- Appointed by Pennsylvania Governor Ed Rendell to the Pennsylvania Travel and Tourism Board.
- Established herself as a worldwide creator of exclusive group travel events.
- A current author on cruise information.
- The initiator of innovative lectures on travel tips.
- Exceptional public speaker with an extraordinary style and grace.

Let Susan, with her gift of instant communication inspire your associates to create resources, develop their own set of unique strategies while eliminating fear and overcoming the specific challenges of creating and promoting the most exclusive groups, Celebrity Groups.

Susan's program will show you Seven easy and immediately usable steps to conducting Celebrity Hosted Group Travel Events that only your agency can offer!

Born and educated in Philadelphia, she is married and the mother of two teen-age children. After college she went into the travel business and soon established herself with the most distinguished leaders in that field.

Susan Helfrich, Director

Email: Susan@CruiseEvents.net



The Helfrich Family

Secrets Include:

- Proven ways to transform your travel business into a force to be envied by your competitors
- Secrets your suppliers hope and pray you'll never find out about
- How to get sponsors to put up extra advertising \$\$\$ for your group
- Low cost marketing tools and secrets to get instant business
- Value added travel incentives to eliminate discounting and give customers a reason to reserve with you
- Straight forward tips to make your phone ring
- How to avoid panic under pressure
- Ways to turn the tables to your advantage
- Flexibility is the key



Professional Secrets to Selling a Celebrity Hosted Cruise

Susan reveals the strategies, beliefs and actions learned on her personal journey to building her own highly successful business. She will influence and inspire you into experiencing what you'd least expect to find in the industry and show you how to differentiate yourself from the rest.

This session will empower you with the ability to help your business grow. Consider how much high stress levels and anxiety cost your organization in productivity. By utilizing Seven Simple steps, you can increase productivity while offering group travel so unique that others can't compete. These steps create a flexible yet concise framework to give your organization control.

Let Susan share her experience and teach you how to create a thriving business with little resources from the ground up.

This high energy, educational based session impacts and connects you with a unique set of strategies, actions and beliefs proven to transform your travel business into a force to be envied by your competitors. While other travel companies are under pressure to constantly perform, you will overcome your competition and become the leader in your field.

You will leave this session inspired with the tools to create your own unique group travel.



Christopher Lowell at dinner with the captain and the Travel Channel film crew

More Secrets Include:

- Seven steps to creating your first celebrity cruise
- How to create dynamic interest in your home based travel agency
- Become the travel expert in your local community via newspapers and radio
- Unique groups pave the way to success
- More than double your current cruise and tour sales
- Personalize your ability to create new strategies when approaching old business
- Tapping into the money machine
- How to say "No" without losing the sale



Professional Secrets to Selling a Celebrity Hosted Cruise

As the owner and founder of Cruise Events, Susan stays on the cutting edge of what people and organizations need to consistently improve for success.

Susan is a living success story and has overcome all of the challenges to single handedly create a thriving business. She will share the ups and downs of her journey to inspire you to use similar techniques in order to help your business grow dramatically.

The seven steps to creating, marketing and selling your first celebrity group shines light in how Susan used nothing but good business etiquette, low cost marketing, lots of persistence and tenacity to boost herself into a highly successful career. She shares her insights and knowledge to help motivate you in closing more group sales, profiting from the bottom line while enjoying the process.

Susan with Bob Dickinson,
President & CEO - Carnival Cruise Lines



Peter Woodward and some of his fans

Even More Secrets Include:

- Design unique groups that no other travel agency can compete with: A celebrity hosted group
- Networking your way to Big Profits
- Finding the celebrity
- Successful sales strategies that set you apart
- Create a business plan for instant success
- Free money is waiting for you!
- Marketing without lots of \$\$\$
- Motivating the celebrity to sign with your agency
- Overcoming celebrity objections
- Avoid costly mistakes
- Develop a stable of celebrities
- Scripts to close the sale
- Overcome your competition and become the leader in your field

