Project No. # 07681.v2
Date : 30/10/2015

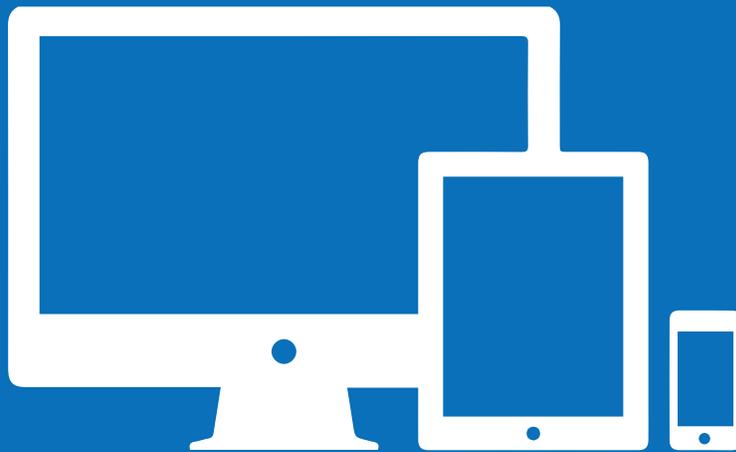**Project Name :**
R.O.D (ISP)

Project
Proposal
Resorts of Distinction

Interactive Sales Platform

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ge ner ator.   www.generator-systems.com

Introduction **Letter**

Craig Taylor
Generator Systems

Generator Systems Ltd has been invited to create a proposal for the design, build and implementation of an interactive sales platform (ISP) for R.O.D.

With over 25 years' industry experience, implementing in sales sites around the world and with insight into your current sales process and product provided by the R.O.D team and sales collateral, a broad system specification has been produced.

This outlines both the required and desired components and the functions that will be delivered in phase one of a multi-phase product release.

We have included in this document further information about:

- Generator Systems;
- The services we provide;
- The proposed modules;
- Hardware requirements;
- Timescales; and
- Pricing.

If you have any questions, please do not hesitate to contact us. We look forward to hearing from you soon.

Yours sincerely

About **Us**

History

Generator began life as a film and marketing company over 25 years ago. A year after the company was founded, we enjoyed our first taste of the vacation ownership industry.

After ten successful years producing films, we entered the world of interactive sales technology. Fifteen years after releasing our first interactive sales presentation, Generator Systems has worked with over 250 developers in over 70 countries worldwide.

Today, we are proud to say that we provide the world's best sales system.

> **With the massive impact it brings to our presentations, Generator will be of tremendous help in increasing credibility and sales for our future growth and prosperity.**

RCI has a huge interest in their affiliated brands performing at the highest possible level. One of the ways that they help their resorts to sell more, is by providing a cutting edge ISP to help highlight the key benefits of RCI membership. When looking for a technology partner, RCI chose Generator Systems to build, manage and consistently evolve RCI Presenter. Happy partners since 1991.

Unlimited Vacation Club (UVC) is in the midst of a major roll out of the Generator System across its sales sites. UVC chose Generator because of our experience, knowledge and track record working with major brands in the vacation ownership industry.

Vida Vacations commissioned Generator Systems to create a bespoke ISP that would represent the essence of their brand and accurately display all aspects of their product offering.

Our **Team**

Development

Size : 8 Developers

Dave Walmsley

Director of Development

Details:

Our award-wining development team comprises talented and experienced developers who excel in their field. Many have worked with Generator Systems for over five years and have the knowledge, experience and the ability to deliver exceptional systems

Design

Size : 7 Designers

Jay Sachania

Head of Design

Details:

Our design team has received numerous awards over the past 15 years developing interactive sales platforms for leading players in the vacation ownership industry.

Their ability to work closely with branding and legal and their vision for progressive, modern designs has yielded some truly breathtaking systems.

Customer Services

Size : 7 personnel

Sophie Zillmann

Director of Global Accounts

Details:

The customer services team includes account managers, trainers and technical support. Their aim is to deliver a first-class service and the best customer experience to all Generator clients and ensure the quickest route to success and a well-managed, efficient implementation.

It is a pleasure to deal with a company that understands our business and is proactive to our evolving requirements as an organization.

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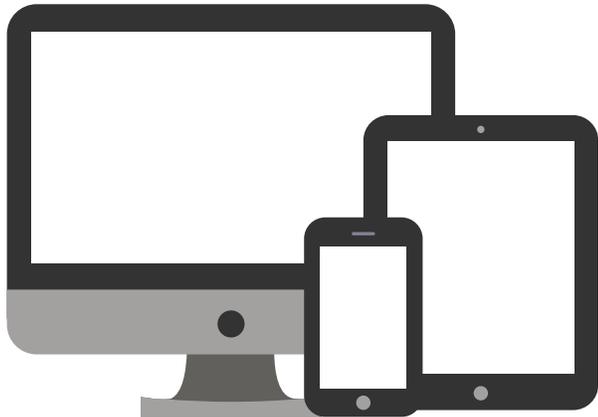
Why Generator?

Industry Focus

For over 25 years, Generator has been at the forefront of technical innovation and the creator of compelling, sales-focused content for the vacation ownership industry - resulting in thousands of sales across the globe.

As a company we focus 100 per cent of our time on creating, developing and enhancing interactive sales systems, specifically for the timeshare industry.

What this means is that you are partnering with a company that understands your business.

When creating a presentation that directly affects your sales, the lifeblood of your operation, Generator Systems is the clear choice.

Our Experience

Generator Systems has over the years designed, built and implemented interactive sales presenters for many of the leading brands in the industry.

We understand the sales process and psychology and how to take a client to the desired state, ready for purchase. We recognise the importance of initial training and continued support so that the system remains relevant to your sales operation.

In addition to this, we appreciate the importance of reporting your success, and failures, so you can analyse and improve performance.

Our Expertise

Our expertise lies in our breadth of knowledge, our understanding of the vacation ownership industry, the technology we utilize and the staff that design, develop, train and support our clients. This sets us apart from our competition.

Continued.....

Understanding Your Needs

The most challenging part of any interactive sales presenter project is the specification process. Gaining an understanding of a sales team's culture and the sales process takes time, resource and experience.

The Generator Systems team has expert, hands-on knowledge and experience of the vacation ownership and timeshare sales process.

As such, our clients know that we can interpret their sales needs with great accuracy, resulting in the best possible product that their sales teams are excited to use.

Your Sales Process

We understand a fairly consistent, 10 step sales process is utilized by many ROD affiliate members.

The Generator Systems team will work with you to design an effective sales process based around the ISP.

Your Training Needs

The most critical stage of an ISP implementation is the initial training of the sales managers and sales team. Without effective training, you can expect resistance and low usage.

In order for salespeople to buy into the new technology, to utilize it to its full potential and want to use it every day, they must first understand how the presenter fits in with the sales process - and how it can improve their sales results.

To achieve this requires a trainer that has expert knowledge of the technology and thorough understanding of timeshare sales.

Generator has a team of trainers, all of whom have successfully sold vacation ownership and have gained an understanding of how and why ISPs are so effective. The initial training they provide will ensure buy-in by the sales team and effective and complete system usage (Please see training options below).

Our **Service**

Idea & Design

Design takes two forms; design of the system components (specification) and visual design. Specification is undertaken by our field team who have vast experience in design and implementation of interactive platforms for vacation ownership organizations. The visual design is undertaken by our team of award winning graphic designers – 7 in all. Input is taken from your branding and marketing guidelines and your preferences to produce a look and feel of your customer brand and culture.

Development

The system build begins when we have agreed on the system components and design of those components. At this point, designs are handed over to one of our Project Managers who will direct their team of talented and award winning Developers to make the designs reality. Depending upon the size and complexity of the build, the team dedicated to your project may vary in size.

Test

Our in-house product compliance personnel are responsible for ensuring quality and accuracy. Your system will go through two rigorous testing phases to ensure compliance with the design and the specification. You will also have the ability to test the product and request changes during the first test phase. Test phase one is Alpha and test phase two is Beta.

Train

Our trainers have had more than a decade of experience in the vacation ownership business and have worked with, and for some of the most successful organization in the industry. Combine this with many years of experience implementing and training on ISP's, and you have a winning formula. Training is perhaps the most important part to ensure Generator usage and receiving the most from your new product. For success, you need someone that knows Vacation Ownership and Interactive Sales Systems

Manage

A dedicated Account Manager will be your first point of contact. Quarterly performance reviews, site visits, support, questions, queries, updates, enhancements, liaising with development and design teams and performance analysis. This is all part of the Account Managers job description. Your Account Manager will be there to ensure you are getting the greatest benefit from your new ISP every step along the way.

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Best **Approach**

Using our experience as technology partners with RCI and having developed and managed RCI Presenter for the past five years, we have come to realize that a project of this magnitude and breadth requires continuous management and progression in order for it to be an ongoing success. In order to deliver a product that aids the sales person in their presentation, milestone number one is the creation of a valuable set of core functions in the first iteration before rolling out to other brands. The key is not to dive in head first with all the desired functions, but rather, start with those that will add the most value.

Phase Once
Simplicity

Phase Two
Time to Grow

Ongoing Partnership
Perfection Never Rests

Develop Core Functions

The first step to succeeding with this project is to implement core functionality in a timely manner. This will provide value to the sales people in a way that is intuitive, inviting and ensures system usage becomes a habit from day one. In this scenario, the sales person is the true customer and is the key determining factor in the success of the project.

Add the Intelligence

Once the first system has been perfected, we can then begin to review the functionality and if required, add more. Phase two is all about learning from the review and adding relevant content for the future.

Technology Partnership

As with our relations with RCI, a project of this potential, requires an ongoing collaborative approach. Generator will work with R.O.D to constantly review system usage and its effectiveness, in order to ensure the system continues to remain current and effective.

What is Required From You

This is a collaborative project and requires input from both sides. Once we have defined the new sales process, we will require the delivery of assets including video, film etc., in the correct format to be utilized in the final product.

There are multiple stages of sign-off and approval when designing and building your product. To ensure we meet the tight deadlines, it's important that we are mindful that sign-off and approval can sometimes delay a project.

Proposed **Modules - Phase 1**

With the materials received and the current understanding of the product and potential future sales process, Generator Systems has devised an educated guide to what modules the system might include. These modules are not finalized, and are simply a guide to serve two purposes. One is to help understand the rough scope of the project to determine resources needed in order to complete the project. And two, to demonstrate our understanding of the sales processes in use in the vacation ownership industry. This guide will evolve when our two sides collaborate during the specification process.

Interactive Discovery

A fully interactive discovery module that increases interaction and engagement with the guest. Guest engagement results in a more open and organic conversation that leads to the development of more rapport, the increased flow of accurate information, greater clarity and the ability for the sales person to be focused on their approach. Data from this module is stored and utilized in the Metrics system.

Credibility

Staying true to the look and feel of the current branding guidelines. The interactive, one on one credibility message will assist the sales person in delivering a consistent and powerful credibility pitch. Using a range of impressive visuals, animations and content, the sales person will deliver a crisp, transparent, honest presentation.

Affiliate Use

Utilizing cutting edge technology to allow guest to interact with 'the world of R.O.D' and to explore the possibilities offered through the many brands they have access to as an R.O.D member. An easy to navigate, visual map allows the guest to explore possible options by country and see the cruise routes they will be able to access. It supports the sales person and helps not lose control or momentum.

Review

Utilizing trial closes throughout the entire presentation (at the end of each applicable module). The review module brings together all of the commitments that the guest has made at a crucial step in the sales process. This module gives a visual representation allowing the sales person to summarize certain points if needed. Then move on to close the sales with confidence.

Financial Logic

Utilizing data from discovery module and stunning visuals, the financial logic will deliver the most impactful case for financial reasoning. The simplicity of such a module helps the Rep to maintain momentum, quickly and easily adjust numbers when needed and eliminates the need for a traditional, old style pencil pitch.

Product Overview

An engaging module(s) that delivers the relevant information about the product to the guest with simplicity and clarity. This module also ensuring that all important information is displayed and presented in full. This avoids customer dissatisfaction resulting from information not being explained or not covered clearly.

First Visit Incentives

Displaying the first visit incentives offered to the guests for their commitment today in a clear manner. Using the systems interactivity and touch screen capabilities to get the clients to agree (click or sign) that they understand the offer is only available today. Actionable commitment is a lot more powerful than verbal, and driving home the fear of loss element can be very powerful.

Pricing

This module that allows sales people to show package options and for the guests to select what is most relevant to them. The data from the Financial Logic module, visual reminders of the "cost of no" will be present before pricing is displayed in the next step of the module. Sale managers will have the ability to adjust, change or show more options within the'Manager T/O' functionality.

Metrics & **Admin**

Metrics is an extremely powerful tool that comes standard to all Generator clients. Each system is built upon an intelligent framework that captures data from different sources throughout the presentation. This could be data that is input by the guest or sales team (discovery data or survey answers), or it could be information such as time spent in modules, outcome of presentation and tour statistics to mention a few.

Metrics, allows sales people and managers to effortlessly see the trends between these data sets in order to analyze and then to make intelligent decisions to increase performance.

Administrative functionality within Generator gives the ability to take complete control of your new ISP in many ways.

Firstly, the admin system will allow you to add or delete sales people, locking those out that you no longer wish to have access to the presentation materials.

Secondly, the admin system also allows management to control the way in which a sales representative is allowed to move through the system. They may use the system as a set of tools in which they can jump back and forth between modules, or alternatively, they can be forced to follow a linear sales process to guarantee consistency and compliance. Admin really is a power tool.

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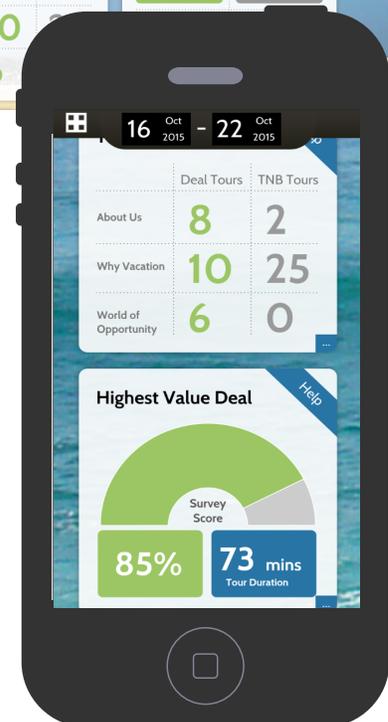
Hardware

We recommend getting hardware with specifications closes to:

CPU: Intel Core i5/i7 Processor
RAM: 4GB or higher
VGA/Graphic: Dedicated graphics card, or very good on-board chipset (the graphics card/chipset must meet the requirements stated in the following link: http://helpx.adobe.com/x-productkb/multi/stage3d-unsupported-chipsets-drivers-flash.html)
Screen Ratio: 16:9 (widescreen)
Screen Type: Touchscreen (if possible)
Screen Resolution: 1280x720 or higher in 16:9 ratio (preferred 1920x1080)
Sound: Good quality front facing speakers
OS: Windows 8 (not RT)/8.1 (not RT)/7
Battery Life (if tablet PC): Maximum length of a tour

The device we currently recommend is the Dell XPS 18 Tablet PC; it has a brilliant size screen with high quality touch performance for presentations and is also portable. This device is around $1000 retail for the device outlined above.

Completion **Timeline**

● **Design**	● **Development**
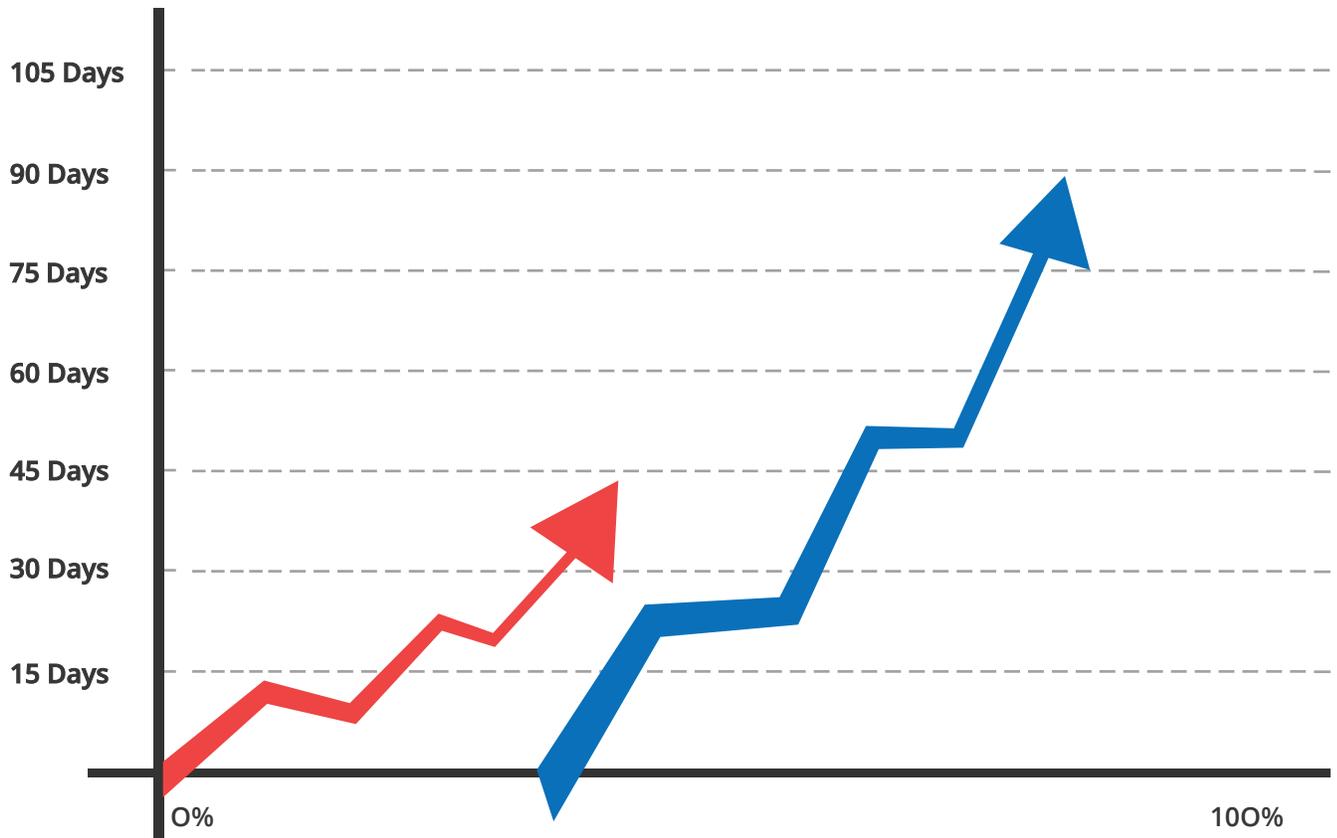
Time-line : 30 Days

Following the collaborative specification meeting at which Generator and R.O.D. personnel will brainstorm the particulars of what the future system will include, the resulting specification document will be handed to our design team for them to begin work. Although the initial design period will last around 3 weeks, the task of redesigning or amending designs is ongoing throughout the project life span.

Time-line : 60 Days

Core functionality that is not reliant upon specific design will begin within a few days of an agreement being signed. As designs are agreed, the development team begin the development. Following the completion of the designs, the development for phase one is anticipated to be around 60 days. At this point a working product will be delivered in the form of an Alpha Release.

Training & **Implementation**

Training

Training can take many forms - train the reps, train the trainer, management training and so on.

In the case of R.O.D and based on the broad number of potential participants, the best and most cost effective approach will be to utilize remote training sessions with the added option of on-site training if needed.

Remote training session's will be held on set dates for the initial role out of the project. Video will also be utilized.

On-site training is an added option. Resorts that require on-site training will incur a fee of $1,500 per day as well as all reasonable cost (travel, accommodation, sustenance etc) associated with providing the training.

Technical Support

Generator Systems will provide technical support for all participating resorts. Remote sessions with our IT Department during the installation will be included.

What a feeling to know that your client is receiving accurate information using professional, interactive and entertaining selling system.

Pricing **Options**

Typically, our pricing structure consists of an upfront fee that will cover the initial design, development, implementation and training of the new system and a fixed monthly fee per sales center.

The monthly fixed fees cover our vision, sales psychology, compelling creative content, continued evolution of the system and our industry knowledge. All running on a technology platform to deliver sales results. For this project we are willing to reduce the fixed fees per sales center and instead, agree a lower per sales center price as well as a transaction fee per enrollment. This has been outlined below;

Phase One **- Pilot**

Upfront Fees - Phase 1

$49,900

Monthly Master License Fees

$ Removed (was $4000)

Per Site / Per Enrollment

$650pm
+ $10 per sale

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