

Resort Referral Program

Eleanor Mesa

A decorative graphic consisting of several horizontal lines of varying lengths and colors (teal, light blue, white) extending from the right side of the slide.

Goal

- Encourage members to refer friends and family to tour our beautiful resort.
- Be friendly, helpful and informative to each and every member and guest along with keeping in mind “People don’t care how much you know until they know how much you care.”

Booth

- Welcome Banner
- Spinning wheel
- Assortment of Mountain Lakes Premiums
- Flyer (See B)
- List of site numbers (See C)
- Two Part Tickets
- Referral Slips (See D & D1)
- Drawing Prize (See E)
- Photo of winners (See F)



Please don't forget to let your referral know we will be inviting them to visit our beautiful resort.

Referral Slips

- Information is entered into the computer and forwarded to the calling system for the phone reps to call.
- Phone reps call and schedule tours (See G)

Remember:

People don't care how much you know,
until they know how much you care !

Not sure of Sales Rep.

Hello may I speak to __ Referrals Name__? My name is _____

I am with Mountain Lakes Resort __Paul__ asked me to give you a

call. __Paul__ is friends with __Member's name__. Have you ever
been to MLR? (If yes... have you ever taken a tour)

__Member's name__ wanted me to call you and invite you to visit Mountain Lakes.

Sales Rep is indicated

Hello may I speak to __ (Referrals Name) __? My name is _____

I am with Mountain Lakes Resort __ Sales Rep _____ asked me to give you a

Call. __ Sales Rep __ is friends with __ (member's name) __. Have you ever
been to MLR? (if yes... have you ever taken a tour)

__ (member) __ wanted me to call and invite you to visit Mountain Lakes

Stats 2015

- Stopped at booth to enter drawings (members & guest) -1,516
- Referrals Slips- 381
- Tours- 15
- Sales- 9
- Penders- 1

Thank you

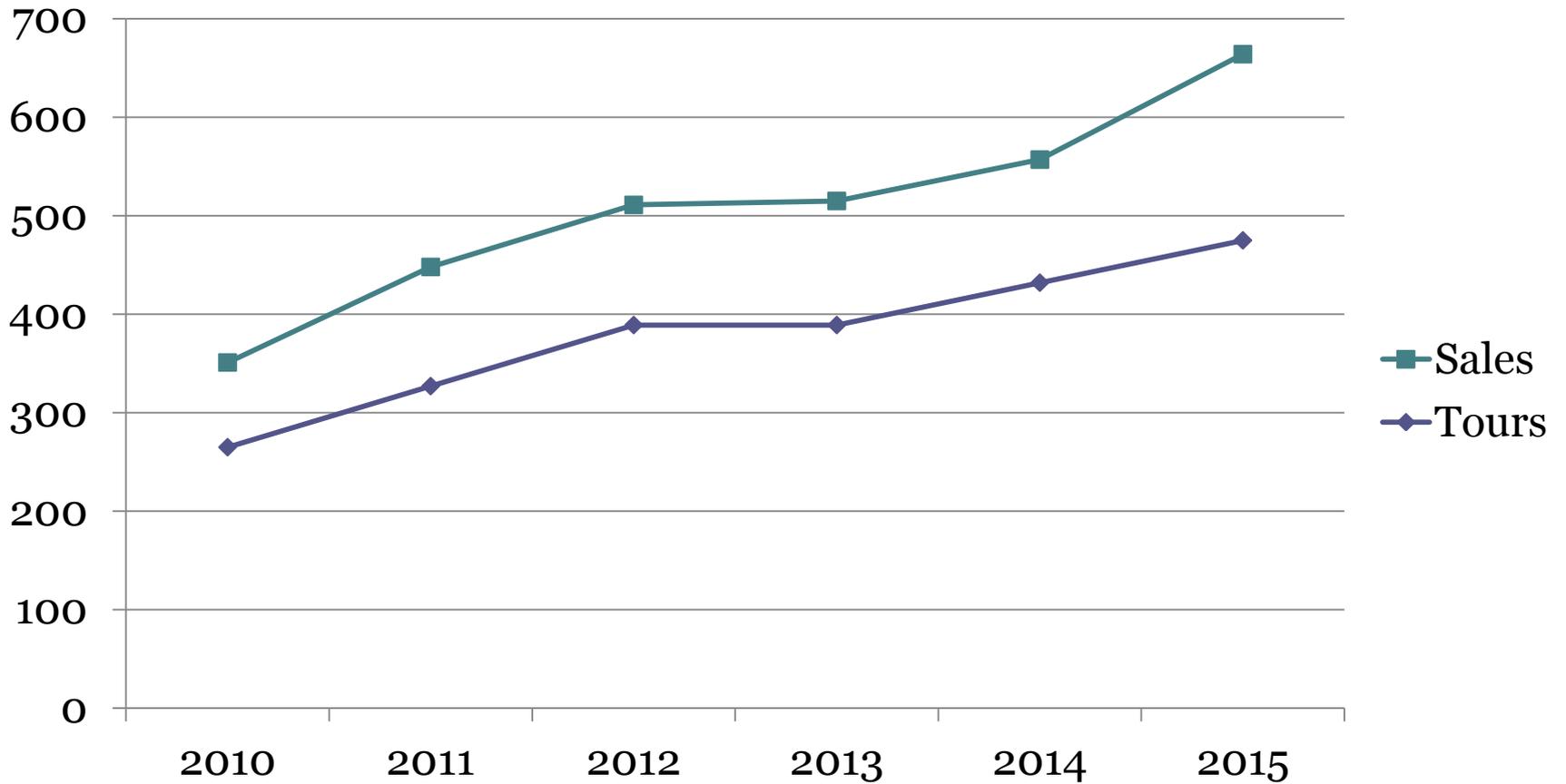
- Questions/ Answers?

MSG Program

Al Choumas

A series of horizontal lines in teal and white colors, extending from the right side of the slide towards the center, positioned below the name 'Al Choumas'.

Progression



What changed?

- 2015
 - We started the PR Program (Eleanor's program)
 - \$500 monthly drawing for referring a tour (Doesn't have to purchase a membership)
 - Gave away 6 seater golf cart
 - Member gets \$200 per sale and ticket to win golf cart
- 2014
 - Member gets \$200 per sale
 - Chance to win 2014 Wildwood X-Lite travel trailer.

Grand Prize Giveaways

MOUNTAIN LAKES WINTER 2016
Mountainlakesca.com

Congratulations



Deanna Greer

Details on page 12

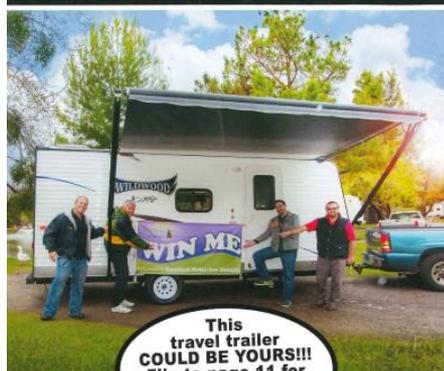
MOUNTAIN LAKES FALL 2015
Mountainlakesca.com

LAST CHANCE TO WIN!



Details on page 12

MOUNTAIN LAKES Spring into Summer 2014
Camping Resort You've Been Looking For! www.MountainLakesCA.com



WIN ME

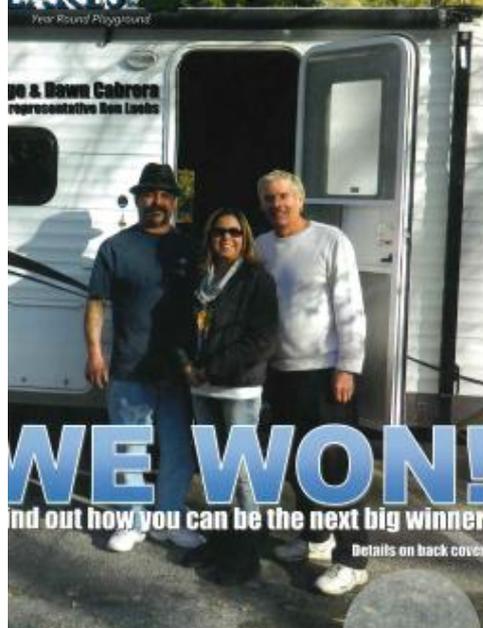
This travel trailer **COULD BE YOURS!!!**
Flip to page 11 for details and to take a peek inside!



MOUNTAIN LAKES WINTER 2015
Mountainlakesca.com

Year Round Playground

Ben & Dawn Cabrera representative Ben Leuchs

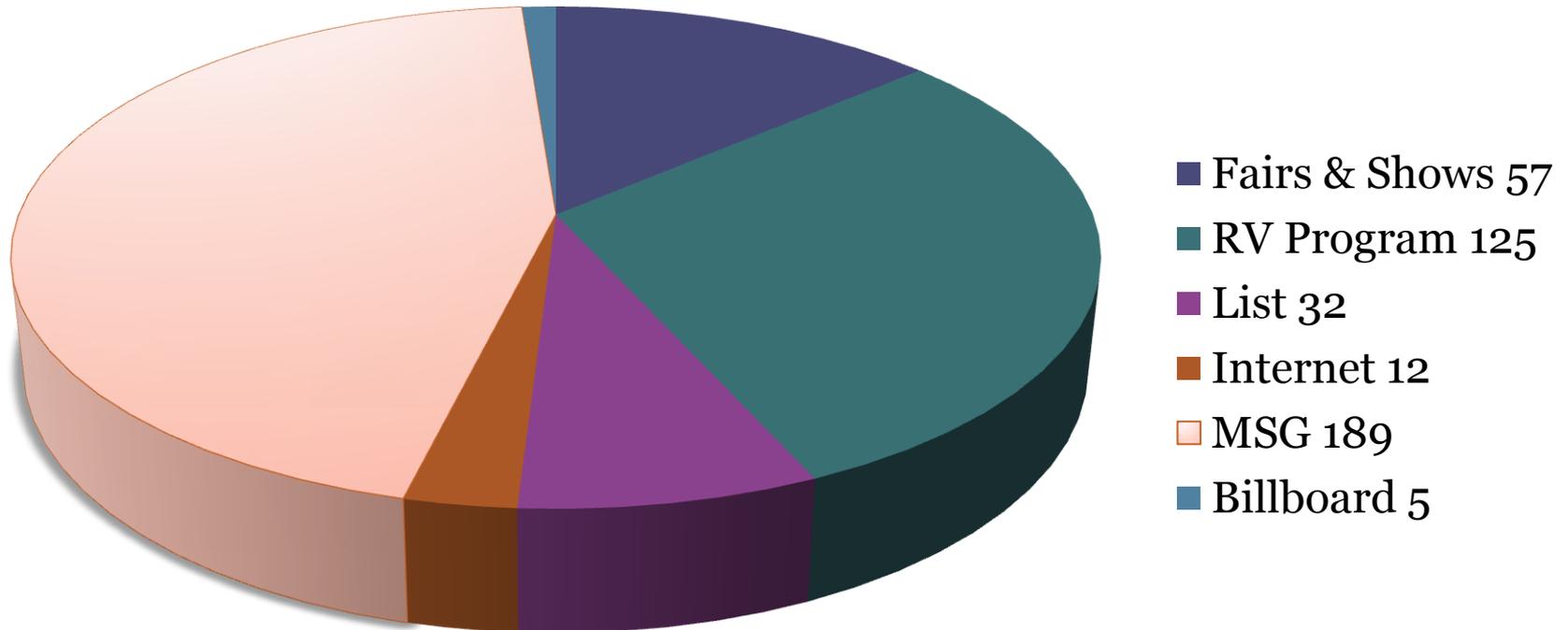


WE WON!

Find out how you can be the next big winner
Details on back cover

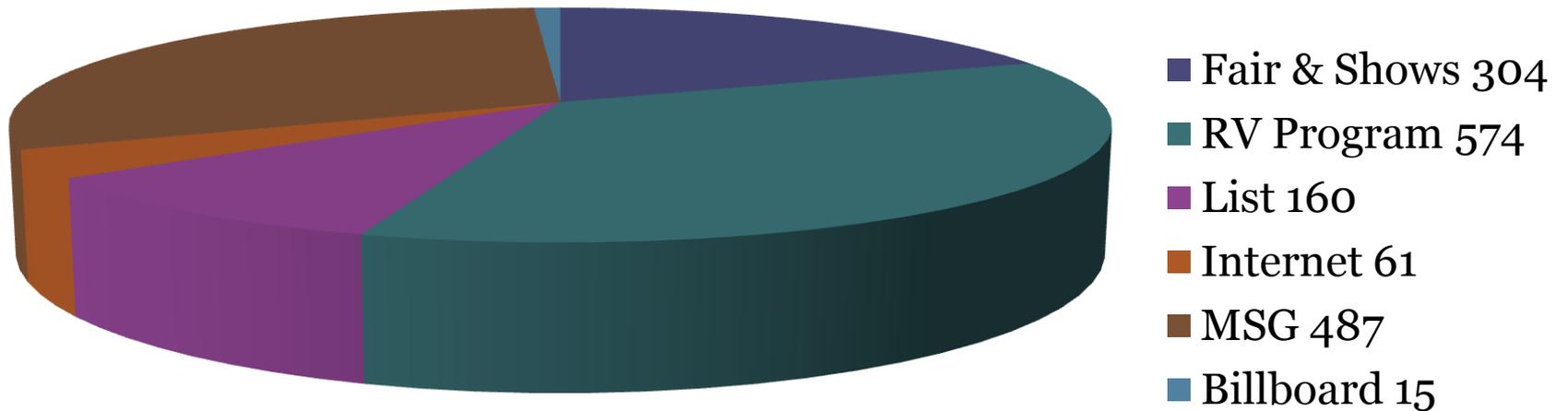
2015 Year end stats

Sales



Tours

Tours



Thank you

- Questions/ Answers