



## **Marketing Decisions Inc. 2012 Tour Generation Proposal**

Marketing Decisions Inc. (MDI) is a full service marketing company that specializes in client generation to the Vacation Ownership and Vacation Travel Club industries. MDI was founded in January 1997 and is currently in our Sixteenth (16) year of operation.

MDI is currently affiliated with over One Hundred Twenty (120) outbound telemarketing companies located in both the United States, Canada and internationally.

MDI is an active member of ARDA, a founding member of American Council of Travel (ACT), a member of the BBB, a member of the Incline Village/Lake Tahoe Chamber of Commerce, and a Licensed Seller of Travel in Nevada and Florida.

The following overview will explain how an outbound telemarketing campaign for your resort or sales center would proceed.

- 1. Telemarketing Per Tour Cost for Vacation Ownership Resorts and Travel Club Sales Centers.** The cost will be Two Hundred Seventy-Five (\$275) per qualified tour for Vacation Ownership Resorts and Travel Club Sales Centers. The cost does not include any gifts/premiums used in tour generation on your behalf.
- 2. Direct Mail Per Tour Cost for Vacation Ownership Resorts and Travel Club Sales Centers.** The cost will be Three Hundred Fifty Dollars (\$350) per qualified tour for Vacation Ownership Resorts and Travel Club Sales Centers. The cost includes all design/printing/postage/Inbound Telemarketing and gifts/premiums used in tour generation on your behalf.
- 3. Contract.** MDI will provide their standard contract upon request for your review. MDI will require a signed contract before proceeding with any tour generation on behalf of your sales center.
- 4. Security Deposit.** A fully refundable security deposit equal to one (1) week of qualified tour production will be required prior to beginning the marketing campaign. This is mandatory with all accounts. The Security Deposit is not required until telemarketing efforts begin on your behalf.
- 5. Start-up Memo.** A Start-Up Memo will be provided by MDI to the resort/sales center detailing all aspects of the telemarketing campaign. The developer/owner will approve the Start-Up Memo. The memo will cover Call Center source codes, tour allotments, premium packages, tour days and times, contact numbers, written driving directions, and SAN numbers regarding the Federal DNC.

**6. Manifests, Results and Tour Pipeline Projections.** MDI will provide manifests, results and tour pipeline projections to your sales center by accessing our Custom Resort Promotions website at [www.mdi.promoteresorts.com](http://www.mdi.promoteresorts.com). This exciting and innovative sales and marketing tool has the ability to track your sales by call center, premium package, tour time and a host of other parameters. [www.mdi.promoteresorts.com](http://www.mdi.promoteresorts.com) delivers booking, tour and sales information in Real Time.

**7. Management:**

MDI will manage your outbound telemarketing program on a daily basis. MDI will manage all the MDI call centers daily that are on your account.

MDI employs specialized staff to handle the ordering, shipping and tracking of the premiums necessary for your sales center on a weekly basis. We have staff specifically trained to handle bookings, results and projections.

MDI has additional staff to manage and resolve any and all customer service issues regarding your clients or any premium concerns, from any premiums or gifts sold to you by MDI.

Your resort or sales center will not have to directly deal with the call center on any issues regardless of the number of companies assigned to your account. You will contract with MDI, and MDI contracts with all the call centers on your behalf.

MDI is open five (5) days per week, Monday through Friday, from 8:00AM to 5:00PM PST to serve you. The principals of the corporation are always available to ensure your success.

David Wagner has Twenty-Five (25) years of solid Vacation Ownership and Vacation Travel Club marketing experience to guide your campaign. Mr. Wagner has an additional eleven (11) more years of marketing and hotel management experience. The staff at Marketing Decisions Inc. has over Fifty (50) years of Combined Resort Marketing Experience.

Our Management staff at Marketing Decisions Inc (MDI) will personally review all your data regarding projections, tours and sales results, and NQ (Non-Qualified) recaps on a daily basis.

MDI requests to receive daily sales information on our website so we may monitor our efficiency or VPG.

**8. Billing.** Our accounting department will invoice your company each Monday for all qualified tours generated by MDI from the preceding Monday through Sunday.

**i.e. Tours generated Monday, January 9th, 2012 to Sunday, January 15th, 2012 will be invoiced on Monday, January 16th, 2012.**

A. **Due Date.** All MDI invoices for tours and premiums must be paid no later than Thursday on the week your company was invoiced. You must wire transfer our weekly payment.

**i.e. Tours invoiced on Monday, January 16th, 2012 are due and payable to MDI no later than Thursday, January 19th, 2012. All payments must be Wire Transfer only.**

- B. **Non-Payment.** Failure to not completely pay MDI in full for all weekly qualified tours and weekly provided premiums will be cause for our accounting department to transfer your security deposit on account for those unpaid gifts and services. Your account will then automatically be suspended and/or terminated for non-payment at such time. Every effort would first be made to contact your company and first resolve the issue.

**8. Program Change Notification.** Any and all substantial program changes requested by the developer/owner or authorized corporate officer/manager must be given to MDI a minimum of **fourteen (14) days in advance** of the requested date of change.

This will include any of the following:

1. Holiday or management closure of normal tour dates.
2. Tour time changes or tour slot allotment changes.
3. Any requested gift or premium changes.
4. Replacement or termination of any call center working on your behalf.

**This two (2) week notice is vital to all parties, to ensure minimum loss of income that will occur with any changes to MDI's pipeline of pre-booked clients at specific days and times and including specific gift options.**

**9. Campaign Conclusion.** In the event that either party finds it necessary to end the marketing campaign, it will be mandatory to give the other party a minimum of a Fourteen (14) day written notice.

- A. MDI will provide a Fourteen (14) day written notice to allow the customer (you) to secure alternative marketing companies so as not to disrupt tour and sales activity.
- B. The client will provide a Fourteen (14) day written notice so MDI may both bleed out our pre-booked pipelines and find alternative accounts for our call centers.

#### **10. References:**

MDI would also be happy to furnish individual marketing references from both current and past clients.

We are very proud of our reputation of providing both quality clients to our customers, as well as top of the line, cutting-edge premiums and promotions, which are producing impressive VPG's for our customers.