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NLA[®]

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MGM Grand
LAS VEGAS

MAR 1-3, 2026

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Elite Coach
TRANSPORTATION, INC.
Taking Our Tradition of Excellence Worldwide

Increase Bookings Without Adding Staff or Time



Charlie Grimm
*CEO, BAC
Transportation*



Jess Sandhu
*VP, A&A Limousine
& Bus Service*



Lenin Fraga
*CEO, American
Transportation and
Limo Service*



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Sales Simplified

Who: Identify your true target customer.

Show Up: Be visible where your clients already are.

Yes: The opportunities come when you decide you want to figure out how to say yes.

Stack Small Wins: Upsell simply and intentionally.

Follow Through: Turn one booking into a client for life.



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Who Feels Too Busy for Sales?

Who wants more bookings
without adding staff?



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Where Operators Leave \$\$ on the Table

- Only quoting one-way airport transfers
- Not asking if they need return service
- Not asking how long they are staying
- Not asking the purpose of the trip (align with the context of their trip—a business meeting calls for something different than a wedding and has different upsell opportunities)
- Not offering hourly minimums instead of point-to-point



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Where Operators Leave \$\$ on the Table

- Not upselling wait and return (“Would you like us to stay with you and bring you back?”)
- Not offering levels of meet and greet when appropriate
- Not collecting deposits
- Letting clients “call back later”
- Not following up on unbooked quotes



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Where Operators Leave \$\$ on the Table

- Taking affiliate work but never building your own client list (unbalanced book of business)
- Not tracking repeat travelers
- Not tagging VIP clients in their system
- Not asking who coordinates travel for their company
- Not building relationships with executive assistants



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Where Operators Leave \$\$ on the Table

- Not showing up at Chamber or business events
- Ignoring retirement homes and medical facilities
- Not creating simple corporate shuttle proposals
- Leaving vehicles idle mid-day
- Not pursuing school or church transportation contracts



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Where Operators Leave \$\$ on the Table

- Not creating seasonal packages (holiday lights, prom, events)
- Not monetizing local experiences
- Not charging properly for late-night or peak demand
- Discounting too quickly when challenged on price
- Not adjusting minimums during high-demand periods (proms, heavy event dates)



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Where Operators Leave \$\$ on the Table

- Not raising rates annually (big one!)
- Not auditing affiliate margins
- Letting clients dictate pricing without boundaries
- Not confirming the final headcount before dispatch
- Not charging for extra stops added last minute



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Where Operators Leave \$\$ on the Table

- Not training reservationists to close, only quote
- Slow response times to inquiries
- No system to track lost leads
- Not requesting Google reviews
- Not using positive reviews in marketing



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Where Operators Leave \$\$ on the Table

- Not building partnerships with hotels
- Not offering event transportation packages
- Offering a discount before the client asks
- Not performing service recovery immediately when issues happen
- Treating every booking as a transaction instead of a relationship
- Wrong people on the phones



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Make This Session Count!

The First 50 Signups Will Be Invited
to a 30/60/90 Day Implementation Series

3 Live Online Group Sessions + Seasoned Operators
You choose what you are implementing, we will:

- Coach you through implementation
- Troubleshoot obstacles
- Refine your approach
- Celebrate measurable results



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Questions?

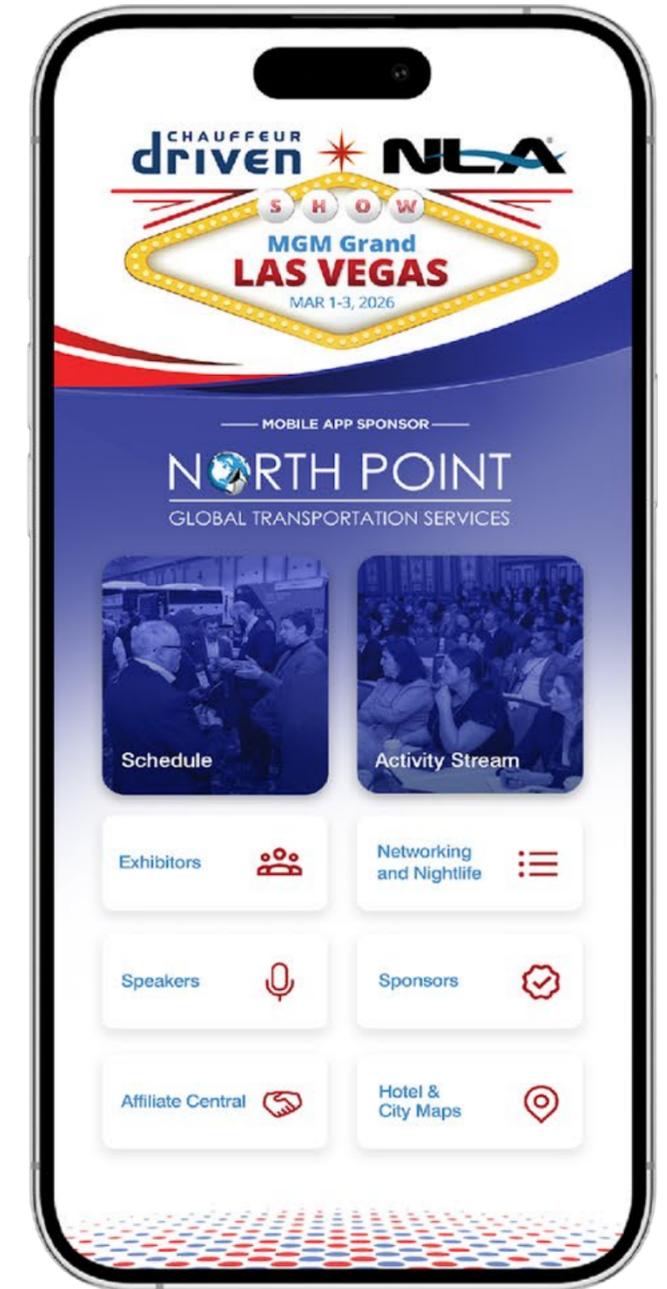
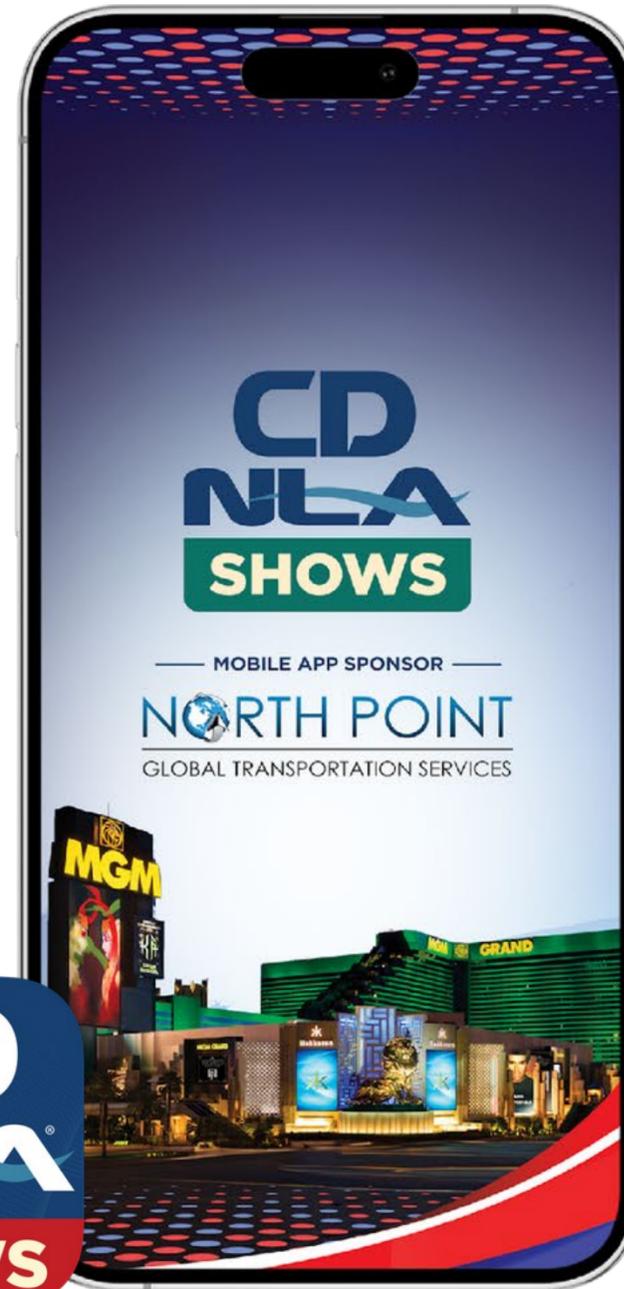


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Let Us Know How We Did!

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