




Keith Trowbridge



May Newsletter

ARDA World 2016	Early bird	
May 1-5, 2016	Registration closes	
The Diplomat Golf Resort & Spa Hollywood, FL	Friday, February 19.	

>>> Register Now!

ARDA World 2016, Annual Convention & Expo

Be sure to not miss ARDA World 2016, the Global Timeshare Event, coming to Hollywood, FL May 1-5, 2016

The Annual Convention & Expo will be held at the Diplomat Resort & Spa in Hollywood, FL from May 1-5. Not-to-miss programming includes educational sessions on industry trends and best practices, as well as key opportunities to connect with leaders from hundreds of companies at receptions, forums and networking events.

Visit the ARDA World webpage for registration, up-to-date meeting schedule and information:

<http://www.arda.org/convention>

Jim Perkins



Will you be in attendance at the ARDA World Convention and Expo? If so, please study the pictures to the right of this publication and find us so we can say hello to you. We are very pleased to be attending the Convention and would love to talk with you about your future needs. You may also reserve your copy of the Salary Study through Keith, Jim, Heather or Doris – just ask ‘em.

Salary Study for 2016 (based on 2015 figures)

The Salary Study is almost ready for publication.

Remember, this is to help you in your job hunts, promotions, budgeting or anything else that will assist you or your company in your successes. If you participated in the Salary Study, you will receive our thanks and a FREE copy of the published report. For those of you who did not participate, we have copies for sale at \$129. Once the Study is completed, we will give you the information to purchase a copy.

Heather Trowbridge

Are You Into Social Media?

A 2015 survey revealed social media spending will triple in the next 5 years to become 22.4% of marketing budgets. How can you start leveraging social media marketing quickly?

You may not know it, but FaceBook and LinkedIn have millions



of groups with thousands of members each. Some have more than 500,000 members in a single group. You need to get your message in front of these people to expand:

- Direct sales
- Lead Generation on higher-priced products and services
- Branding

There is no faster way to get the word out, especially when you combine it with email, mobile and marketing to KEEP you in front of these prospects.

Think about it and start using social media for increased success for your company.

We at Executive Quest, Inc. are specialists in resort recruiting and have over seventeen (17) years of development to a resort specific candidate database with which to access for resort searches. **Our 4,000 managerial resumes** and over 30,000 resort contact profiles gives us the access to better candidate pools and faster response time from the start of a search to the finish. Check us out at www.execq.com and then contact Keith Trowbridge at keith@execq.com 239-454-1100 or Jim Perkins at jim@execq.com 936-856-3983



Keith & Doris Trowbridge

Please look for Keith & Doris Trowbridge, Jim Perkins and Heather Trowbridge at ARDA World 2016 Annual Convention & Expo May 1-5, 2016 at the Diplomat Golf Resort and Spa in Hollywood Florida.

We will be covering the convention for [EQI](#).

Let us help you find the perfect candidate for your company!!

Did You Know...

Interval International is turning 40 years old!!

Interval International is part of a publicly traded company and about 2 million families are enrolled in it's membership programs.

A Method to Increase Sales for Your Company

Extracted from Shari Levitin Newsletter – www.sharilevitin.com

Third party testimonials (look at our testimonials at www.execq.com/testimonials.html) used during the sales process can earn you more credibility than ever before. Stories resonate better with your customers. They create more of an emotional connection than pure data. One of the best salespeople I've ever met tells third party stories seamlessly throughout her entire presentation. In fact, she's so effective that she works six months per year and travels the world the other six months. She attributes her success to documenting, practicing and telling effective stories.

The desired impact of the story should serve the purpose of:

- Hitting an emotional buying motive
- Solving a customer's potential problem
- Overcoming an objection

Resume Management Services

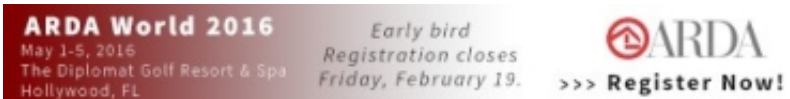
can give you a lot of perks for only \$89. Perks include a copy of the annual Salary Study (a \$129 value) (you immediately get your money back and then some). We critique your resume so you can display you are an excellent candidate, you get the latest information about the industry and tips on how to impress the person doing the hiring. We will archive your resume so you may have immediate turn-around for copies. There is much more so go to www.execq.com/store.html and select Resume Management Services to become a member and review the other perks.

Happy Anniversary Interval!!

Contact Us


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[Visit us online](#)



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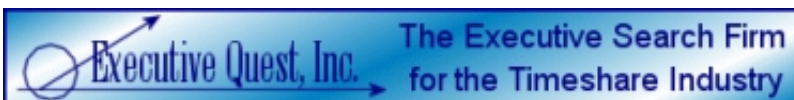
<http://www.arda.org/convention>.


ATHOC Conference – September 5-7, Crowne Plaza Hotel, Queenstown, New Zealand. Details at www.athoc.com.au

RDO7 Resort Development Organisation – September 20-22, Pestana Chelsea Bridge Hotel & Spa, London, England. Go to www.rdoconference.org

The Lodging Conference – September 26-29, Arizona Biltmore Resort & Spa, Phoenix, AZ. Go to www.thelodgingconference.com for more information.

Shared Ownership Investment Conference – October 25-27, Eden Roc Resort, Miami Beach, FL. Details at www.sharedownershipinvestment.com



 **Executive Quest, Inc.** The Executive Search Firm
for the Timeshare Industry

Quote of the Month

Be careful about reading health books. You may die of a misprint. *Mark Twain*

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