

# CELEBRITY CRUISES REGION TEAM WEST

**MISSION STATEMENT** : Everything we do is aimed at ensuring each customer will refuse to go anywhere else to book their cruise.

## ACCOLADES

2012, 2014 & 2015 President's Challenge Award Recipient	2013, 2014 Celebrity Sales Manager of the Year
2015 #1 Future Cruise Sales Rep	2011 Highest European Sales
2015 DMA Team of the Year	2013 Admiral Award- Outstanding Leader of the Quarter
2012, 2016 Travel Age West WAVE Award - Favorite Cruise Line Sales Manager	2013 Marketing Award of Excellence
2014 Celebrity Xpedition Sales Manager of the Year	2015 DMA Marketing Manager of the Year
2011, 2012, 2014, 2015 Sales Manager of the Year, West Region	2015 Circle of Excellence- Employee of the Year
2011 Training Award	2011 & 2014 Rookie of the Year
	2014 Marketing Manager of the Year

## TOOLS TO BUILD YOUR BUSINESS

- Hold annual and quarterly Business Reviews that enable us to work jointly in identifying growth opportunities and new business as well as define goals and actions to achieve them.
- COOP marketing support at the national, regional, and branch levels using focused joint and pay-for-performance initiatives.
- Support with creative designs for promotional materials; web banners, landing pages, flyers, trifold, newspaper ads etc.
- Additional marketing opportunities through Event Marketing and Social Media Campaigns.
- Unique ideas for and promotional presence at Consumer Events, Cruise Nights, Customer Appreciation Vehicles.
- Empowerment Budgets, that not only allow support with Customer Service issues and competitive situations, but also to create customized and/or exclusive promotions to incentivize sales; i.e. Targeted Consumer Offers, Agency Booking Contests

## TOTAL ACCOUNT OWNERSHIP!



**Scott Clifton**  
Director of Market Sales  
SClifton@celebrity.com



**Sharon Everett**  
Market Sales Managers  
UT, CO, NE  
SEverett@celebrity.com



**Marilee Syme**  
Market Sales Managers  
WA, OR, ID, MT, AK  
MSyme@celebrity.com



**Scott Jueskstock**  
Market Sales Managers  
AZ & NM  
sjuekstock@celebrity.com



**Alexandra Shapiro**  
Market Sales Managers  
San Diego, Las Vegas, Hawaii  
AShapiro@celebrity.com



**Jeff Geston**  
Market Sales Managers  
Inland Empire & Palm Springs  
JGeston@celebrity.com



**Yvonne Fields**  
Market Sales Managers  
Los Angeles & Orange County  
YFields@Celebrity.com



**Jansen Lagman**  
Market Sales Managers  
Los Angeles, CA, Santa Barbara, SLO  
JLagman@celebrity.com



**Linda Kay Barber**  
Market Sales Managers  
S. SF, San Jose, Central California  
LBarber@celebrity.com



**Dana Kalisky**  
Market Sales Managers  
SFO, Sacramento, Reno  
DKalisky@celebrity.com



**Marilyns Ward**  
Strategic Market Manager  
Los Angeles, San Diego, Phoenix  
MWard@celebrity.com



**Christopher Sisemore**  
Strategic Market Manager  
San Francisco, Seattle, Denver  
CSisemore@celebrity.com



**LaTonya Lawson**  
Regional Marketing Manager  
San Francisco, CA  
LLawson@celebrity.com



**Cynthia Rose**  
Regional Marketing Manager  
Los Angeles, CA  
CRose@celebrity.com



**Kelly Lowry**  
Market Sales Representative  
KLowry@celebrity.com

## TRAINING

- Regular in-house sales calls and onsite training seminars as well as ongoing new hire training support
- Webinars on new products, destination training, how to market effectively, how to create promotional materials, strategic selling including upselling and value vs. price propositions, and the value of themed cruises.
- Events to update local chapters of outside sales networks; CCRA (previously OSSN), NACTA, ASTA

- Comprehensive, fun, informative and memorable staff presentations, including Bistro on Five crepes, Lawn Club Grille steaks, Qsine strawberry fields forever, or a Lawn Club picnic that include customized presentations appropriate to the audience and training need.
- Ship visitations (Tours and Luncheons) as well as Seminars at Sea. Encourage agents to bring 1 or 2 group leaders/pied pipers and/or strong cruise prospects who would be new to Celebrity to our Ship Tours to help them "close the sale".