

## **Making Lemonade Out of Lemons**

You know the old saying, "making lemonade out of lemons" when given a challenging situation and how you choose to deal with it. When things don't go quite our way or something gets a bit out of whack, we can choose either to make it a positive adventure and learn from it or to be negative and complain.

This analogy has never been truer than what transpired during our recent Boot Camp earlier this month. Mother Nature decided to include her wrath of winter over Texas with one of the worst ice storms and frigid wind chills we've seen in decades, which shut down the airports, schools and the Sabre campus where Boot Camp is held. Robbi even nicknamed the event the "ICE-pocalypse." We were forced to cancel day 1 of Boot Camp.



This did not stop the majority of the Boot Camp attendees from seizing the moment. About 30 of them, who had arrived into town the day before the storm crippled the city, took it upon themselves to organize and get motivated at the Marriott, where they were staying as part of the Boot Camp group block space. They worked with the hotel staff to secure meeting space and then used social media to stay connected.

During the day they used their resources and experience to discuss a myriad of topics including marketing and social media/blogging; industry events; suppliers and price matching; best practices, such as getting waivers if the client declines trip insurance; getting a credit card authorization form; converting invoices to a PDF file, etc. Many of them have indicated that their Boot Camp experience was richer based on the relationships they built that day.

What this group did is really no different than the lesson you teach your clients. Like with Boot Camp, your clients' vacation plans sometimes are impacted with involuntary changes. It is up to you to work with customers to make things work. Whether it is political issues, such as what is going on in Egypt, or the weather, things do change. Our hope for you is that you're flexible and willing to go the extra mile for your clients to take care of them.

For us, a couple of us made it to the Marriott to take the Boot Camp agents to dinner, and we're scheduling webinars for the few classes/sessions we weren't able to cover. The group did the rest by being flexible and resourceful.

So how can you work with your clients to make lemonade out of lemons?

Here's to your success,

***Jackie***