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### GLOSSARY



## chapter one

# TRAVEL COUNSELING

**After completing this chapter, you will be able to. . .**

- State the need for sales and customer service skills in the workplace
- Demonstrate ability to communicate politely and effectively by telephone
- List and utilize seven tips for improving listening skills
- Name and explain the four phases of the sales process
- Clarify different and similar interpersonal skills used in telephone and face-to-face customer contacts
- Define open questions and closed questions and specify the need for each
- Turn features into benefits
- Recognize and define “choice close” and “assumptive close”
- Demonstrate a working understanding of time zones, the International Date Line (IDL) and the 24-hour clock
- Explain documentation requirements for traveling outside your own country
- State health concerns for travelers
- Calculate elapsed time
- Recommend where and how to exchange domestic currency for foreign currency
- List effective follow-up methods

**Make the Reservation**

At this point you are now ready to make the reservation. As you continue with your study of travel reservations, you will learn the booking procedures to make reservations for a variety of products.

Study this Sales Job Aid. It is a summary of the four basic phases of travel sales: Initial Meeting, Getting to Know You, Making a Recommendation and Making the Sale.

Return to this chapter as you study the chapters that follow and adapt and apply the sales steps to each travel product. By doing so, you will be on your way to becoming a professional travel counselor.

**Counseling**

After you have completed the sale, is your job done? NO! As a travel counselor, you have knowledge and information at your fingertips that can help your client's trip run smoothly. It is because of your ability to book the reservations and provide counsel and service that your client comes to you. Good customer service includes informing your client of all of the options available to them, including the various types of travel insurance. Your international travelers require information on passports, visas, customs and currency exchange. We discuss these subjects next.

<b>SALES Job Aid</b>		
Four Steps		
Initial Meeting	Greet the Client(s) Make Introductions Get Name, Address, Phone Listen	Be prompt, friendly, courteous, professional.  Introduce yourself (sometimes your company).  Listen for facts, make notes. Listen for feelings, respond.
Getting to Know You	Closed Questions:  Who - Name, Address, Phone and Ages What - Airline Flight? Hotel? Car Rental? Where - Destination When - Leave and Return, Flexibility	You need the answers to these questions to check availability and price of the travel product.
	Open Questions:  Why This Vacation Past Vacations What Hotels Enjoyable Activities, Interests Decision Maker	Answers to appropriate open questions allow you to pursue the sales process, keeping the customer in mind and providing valuable customer service.
Making a Recommendation	Features Benefits - Use The Client's Words	Learn the facts of the travel product. Use the facts of the product and knowledge of the client to turn the features to benefits and make the recommendations.
Making the Sale	Closing: Choice Assumptive  Avoid Objections  Make The Reservation	The Recommendation can become the Assumptive Close. Depending on the client, two choices might be better.

## Key Concepts

**Sales and customer service are important skills** for any travel professional, especially with competition from other travel corporations and the ability to obtain travel information and book from home via the Internet or other on-line products.

Telephone communication is often the first contact a client has with a travel or tourism supplier. **Good telephone manners are essential.** These include: answering promptly, using a proper greeting, developing a telephone voice, speaking clearly and properly and keeping jargon out of the conversation.

Good listening skills are necessary for a successful travel professional to effectively sell and offer customer service.

**Listening is a skill that can be developed.**

There are four steps in the sales process: the **Initial Meeting, Getting to Know You, Making a Recommendation and Making the Sale.** Using closed and open questions, agreeing on needs, turning features into benefits and offering a choice or assumptive close are all parts of the process.

Working with international travel requires a working knowledge of **time zones, the International Date Line and the 24-hour clock.** Many travelers will want to know the actual flight time (**elapsed time**).

Travel professionals understand documentation required for traveling to other countries, such as: **passports, visas, proof of citizenship and tourist cards.** They are also knowledgeable regarding **currency exchange** and the best ways for clients to exchange funds.

Advising clients regarding **health concerns** is a part of providing customer service.

Your job is not finished when the client leaves on his trip. Every sale is a potential for another sale, so you will **follow up** by writing or phoning your client upon return.

### KEY TERMS

**Assumptive Close**

**Avoid Objections**

**Benefits**

**Choice Close**

**Closed Questions**

**Currency Exchange Rates**

**Customer Service**

**Customs**

**Duty Free**

**Features**

**Follow Up**

**GMT**

**Greeting**

**Hearing**

**IDL**

**Jargon**

**Jet Lag**

**Listening**

**Open Questions**

**Passport**

**Reconfirmation**

**Sales**

**Tourist Card**

**Travel Advisories**

**24-Hour Clock**

**Visa**

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● **STOP**  
**Review and Apply**

Assume you work for Paradise Travel Agency.

1. Your client, Mrs. Rainier, wants to know what airlines are rated as the best. List the top three international and top three domestic airlines as rated by passengers.

International

Domestic

2. Explain what factors were considered when passengers specified preferred airlines.
3. Mrs. Rainier has never taken a trip by plane before. Briefly list each step she will experience in the process of arranging and taking an airplane trip.
4. How do you see the role of the travel professional in the process of arranging Mrs. Rainier's air travel?
5. Mrs. Rainier is extremely concerned about losing luggage or having the plane crash. Explain the four types of travel insurance to Mrs. Rainier and make a recommendation to her.
  - a.
  - b.
  - c.
  - d.