



HOW TO BE PROACTIVE WITH YOUR CLIENTS

GATEWAY TRAVEL

• LEADERS IN TRAVEL AGENT SERVICES •

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1. Ask Customers for Feedback.

It's important to ask your clients what they want. Even if you miss it before your client's trip, you should take time afterwards to see what they may like to do next time. Most importantly, it will help you become a better sales person and travel agent.

2. Announce Mistakes Before Customers Find Out.

You should always come clean if you've made a mistake. Especially if you can't fix it without your client finding out.

Everyone appreciates upfront communication.

When you make a mistake, make sure you already have one or two solutions ready to present to your client.

3. Reward Customer Loyalty with Discounts and Offers.

Loyalty is built, not taken. In order to keep good clients, you'll need to "wine and dine" them with future discounts or perks if they come back to you. It may help to offer them future deals or exciting vacations they've spoken with you about.

4. Pay Attention to What Your Clients Are Saying.

If you're not paying attention to what clients are saying, you're missing key opportunities!

Listening to your clients can open doors into new sales, new leads, and the information to sell more "extras" in your clients vacation.

5. Create Content That Answers Common Customer Questions.

Strategically pre-empting your clients questions with solid content will go a long way in proving your professionalism. Don't make or withhold information out of fear that the client will leave and plan their vacation on their own. One of the easiest ways to please customers in search of a solution is to make answers to common questions easy to find, even creating a document for them to take home.