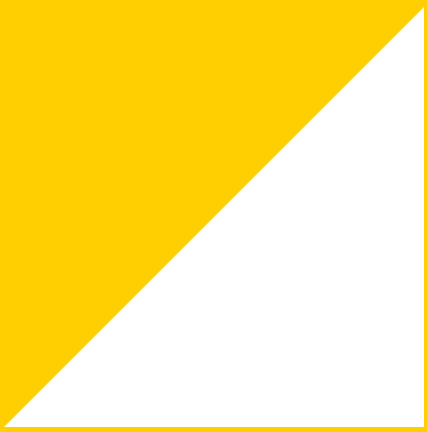


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CLIENT FOCUSED

CHECKLIST

FOR YOUR CLIENT'S BENEFIT

1.

REFLECT YOUR BRAND

YOU DON'T WANT YOUR BRAND OR SERVICE TO SEEM OUT OF WHACK WITH YOUR CLIENT. MAKE THE EXPERIENCE SEAMLESS WHILE KEEPING YOUR BRAND AT THE FOREFRONT.

2.

MAKE IT MEMORABLE

DON'T SPEAK LIKE A PROFESSIONAL ROBOT. MAKE IT PERSONAL AND MEMORABLE. YOU DON'T WANT TO ACT OR SOUND LIKE "ANOTHER TRAVEL AGENT". BE VIBRANT AND STAY TRUE TO WHO YOU ARE!

3.

IT'S NOT ABOUT THE PRODUCT, IT'S ABOUT THE CLIENT

IT'S ALL IN THE TITLE OF THIS POINT, STAY FOCUSED ON THE CLIENT. MANY TIMES WE FOCUS ON THE SALE AND CONSEQUENTLY THE PRODUCT. THE SALE WILL COME. FOCUS ON THE CLIENT AND MAKE SURE THEY ARE HAPPY.

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4.

HOW ARE YOU DIFFERENT

MAKE SURE YOUR CLIENT KNOWS HOW YOU DIFFER FROM THE COMPETITION. YOU HAVE A SMALL WINDOW TO SHOWCASE YOURSELF TO THIS PERSON. TAKING A PAGE FROM A PREVIOUS POINT, MAKE IT MEMORABLE. PEOPLE CAN'T BUY FROM YOU IF THEY DON'T REMEMBER YOU.

5.

YOU'RE HERE FOR THE LONG TERM

MAKE SURE YOUR CLIENT KNOWS THIS ISN'T A HIT AND RUN OPERATION. YOU ARE HERE TO HELP THEM PLAN THEIR VACATION NOW, THEIR TRAVEL LATER, AND ALL THEIR TRIPS IN THE YEARS TO COME. YOU ARE THE PERSON FOR THE JOB!

6.

THIS ISN'T A DREAM, BE REAL

CASTING VISION IS THE MARK OF A GREAT TRAVEL AGENT. BEING ABLE TO PUT YOUR CLIENT'S MIND IN THEIR VACATION IS A GREAT TOOL IN YOUR SALES TOOL BAG. HOWEVER, YOU CAN'T OVERSELL THE DREAM. KEEP IT REAL, OR YOUR CLIENT WILL BE NOT BE HAPPY WHEN THEY RETURN.

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