

# INTERNATIONAL TRAVEL ACADEMY<sup>SM</sup>

## *Independent Travel Agent Training Manual*

### THIRD EDITION

*Developed Exclusively For InteleTravel.com<sup>SM</sup>*

*By Brian Tracy*

*Director*

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***Unusual travel suggestions are dancing lessons from the gods.***  
*Kurt Vonnegut, American Writer (b. 1922)*

## **IMPORTANT ISSUES FOR NEW AGENTS**

### **WHAT THEY MEAN: PIN & IATA NUMBERS**

**Pages 11, 24, 30 & 33**

Your PIN (Personal Identification Number; also called "USERNAME") is for internal use by IntelTravel.com and its affiliates. It is used to track your online sales and pay commissions. The IATA number (in your Welcome Email) refers to IntelTravel.com, the travel agency with which you are affiliated. The IATA number should be given to vendors whenever requesting a professional privilege, such as a discount, FAM rate, or upgrade.

### **IATAN LISTING**

**Page 33**

The IATAN List is different from the IATA number that identifies IntelTravel.com. While beginning Agents qualify for a variety of travel discounts and privileges, some airlines, railroads, cruise lines and a few high-occupancy hotels reserve Agent discounts for those who have proven their ability to sell travel. (Although many make discounted packages and rates available to all Agents as FAM trips.)

As a measure of sales ability, vendors use the IATAN Card, issued by the International Airlines Travel Agent Network to a list of Agents or Independent Travel Agents who meet certain qualifications, including: being at least 18 years of age, a minimum 20-hour work week selling and booking travel and minimum annual earnings of \$5,000 in commissions (about \$100,000 to \$120,000 in travel sales).

**Bottom Line:** Check to make sure you have the necessary credentials for any particular Agent discount.

### **MANDATORY INDEPENDENT MARKETING REVIEW**

**Page 19**

To maintain the quality of our business, and to protect the professional integrity of our Agents, it is important to remember that final marketing materials utilizing the IntelTravel.com name or logo, must be submitted to IntelTravel.com for review and written approval prior to use. This is in accordance with the agreement you signed as an independent contractor with IntelTravel.com. In instances where IntelTravel.com's logo is not used, but the relationship to the company is obvious, prior review and written approval are also required.

### **PROFESSIONAL RESPONSIBILITIES AS AN AGENT**

**Pages 29-32**

Any Agent who makes use of a professional privilege or FAM, without the sincere intent to learn about and promote the vendor's product and service, is in violation of his or her agreement with IntelTravel.com.

Vendors are encouraged to comment on the performance of IntelTravel.com's Independent Travel Agents. For the protection of all Agents, reports of unprofessional behavior are thoroughly investigated and may result in forfeiture of privileges or possible dismissal.

## FOREWORD

***The journey of a thousand miles begins with one step.***

*-Lao-Tzu, Chinese Philosopher (570-490 B.C.)*

The purpose of this training course is to introduce you to the largest and most exciting industry in the world - travel - and your role as an Independent Travel Agent for one of its leading innovators, IntelTravel.com.

As you may know, I have spent my career showing millions of people how to maximize their personal potential and get the most from life. When I learned of the sweeping changes taking place in the travel industry - and pioneered by IntelTravel.com - I founded the International Travel Academy ("ITA"), using my experience to teach you how to quickly and easily begin saving and making money in this new environment. By reviewing this training manual, you will learn how simple it is to refer travel from friends, family and business associates. The manual also fully explains the wonderful discounts, courtesies and benefits offered to you by your new industry, and how to enjoy them with professionalism. But, your opportunity does not stop there.

I have invited two of the most respected educators in the travel industry to share their expert advice and step-by-step instructions for marketing and growing a lucrative travel business. Most of us have dreamed of a business idea that will allow us to achieve our highest personal goals. By allowing you to earn income on the travel of everyone you know, to earn referral fees and commissions for introducing others to IntelTravel.com, to save money on your personal travel expenses, and to travel more than ever, IntelTravel.com can become the home-business opportunity that turns your dream into a reality.

To succeed as an Independent Travel Agent, and to satisfy your obligations under your Independent Contractor Agreement with IntelTravel.com, you must review this training manual. Most questions you may have are answered within the following pages. If you still have questions after reviewing this manual, review the FAQs (Frequently Asked Questions) section of our website at [www.inteltravel.com](http://www.inteltravel.com). After you've attempted to find support in these two places, please feel free to e-mail [customerservice@inteltravel.com](mailto:customerservice@inteltravel.com). With the pace of change in today's world, written and recorded materials are subject to revision without notice.

As a travel professional, each of you is a reflection of your fellow Agents, your agency - IntelTravel.com - and the travel industry as a whole. Remember this, along with the values expressed in IntelTravel.com's Mission Statement, and there is no limit to the savings, income and travel-dreams-come-true you will enjoy as part of *The Intelligent Travel Revolution!*

Bon Voyage,

*Brian Tracy*  
Director

## **Brian Tracy**

Brian Tracy is one of America's leading authorities on the development of human potential and personal effectiveness. As a speaker and trainer, he is known for being dynamic and entertaining with a wonderful ability to inform and inspire audiences toward peak performance and high levels of achievement. Millions of men and women from 31 countries have attended his powerful seminars on personal and professional development.

As a consultant, Brian Tracy has trained key executives of leading corporations throughout the world, including IBM, Arthur Andersen, McDonnell Douglas and The Million Dollar Round Table, in management, sales, marketing, creativity, corporate strategy and personal motivation.

As an author, he has created award-winning video and audio learning programs, including: *The Psychology of Achievement*, *How To Start And Succeed In Your Own Business*, *Peak Performance Woman*, and *The Management Advantage*, with Tom Peters (author of *In Search Of Excellence*), among many others. His books include the best-seller, *Maximum Achievement*.

Mr. Tracy has traveled and worked in over 80 countries on six continents. He is the President of three companies with operations worldwide, including Brian Tracy Learning Systems. Brian Tracy brings his more than 20 years of research and experience to the latest developments in travel through his International Travel Academy, dedicated to reshaping the travel industry. By training and accrediting Independent Travel Agents, the International Travel Academy, in exclusive association with IntelTravel.com, is pioneering the way we will travel for the next century.

***A journey is a person in itself, no two are alike.***

*-John Steinbeck, American Writer (1902-1968)*

## 1. AN INTRODUCTION TO INTELETRAVEL.COM<sup>SM</sup>

*I travel not to go anywhere, but to go.  
I travel for travel's sake. The great affair is to move.*  
-Robert Louis Stevenson, Scottish Writer (1850-1894)

IntelTravel.com is a licensed, endorsed, certified and bonded travel service intermediary agency. Endorsed and certified by the major travel trade associations for its high business standards and demonstrated commitment to the travel industry, IntelTravel.com is recognized by the world's major airlines and travel providers. These accomplishments stem from an innovative business plan that makes IntelTravel.com unique in the travel industry.

### ***The Intelligent Travel Revolution***<sup>SM</sup>

Traditional travel agencies rely heavily on advertisements and multiple retail locations to generate business, looking to Independent, or "Outside," Agents as supplemental sources. In direct response to government deregulation mandates for innovative marketing and alternate distribution methods for travel products and services, IntelTravel.com created a new form of Internet-based travel service intermediary agency that virtually eliminates the need for advertising and branch offices and relies solely on the efforts of its Independent Travel Agents to generate 100% of its business.

Through IntelTravel.com, tens of thousands of Independent Agents refer travel business from family, friends, neighbors, business associates and their own personal travel to a network of affiliated reservation centers staffed by trained consultants who are supported by state-of-the-art research and reservation technology. After thoroughly researching and satisfying your travel request, our systems make all reservations and deliver tickets, itineraries and other travel documents to you, or directly to your travel customer, by your designated delivery mode (e.g., e-mail, overnight courier, mail, etc.) to virtually anywhere in the world.

### ***Strategic Alliances***

Supported by a strategic alliance of global leaders in telecommunications and technology, IntelTravel.com has carefully assembled and linked through its website the finest combination of research and reservation centers designed exclusively to provide its Independent Travel Agents with unique and instantaneous global access to the broadest range of travel products at the lowest possible rates and the highest standard of service in travel today.

IntelTravel.com's linked affiliates use the most current computer research and booking technologies, with direct access to airline, hotel and car rental computer systems, to manage their reservation systems and fare databases.

To realize its vision of the *travel agency of the future*, IntelTravel.com continues to seek leading edge technology, both for its internal systems and for communication with its linked affiliates and its ever-growing force of Independent Travel Agents.

### ***Research, Special Resources & Value***

Most travel agencies use only their computers for rate quotes. IntelTravel.com's uniqueness begins after its affiliated expert Travel Consultants exhaust their computer systems and then turn to hundreds of exclusive sources, such as wholesalers, consolidators, consortiums, and negotiated rates with preferred suppliers. The sheer volume of its Independent Agents' travel sales and the size of their customer base allow IntelTravel.com to negotiate special fares and other values with its affiliates and preferred suppliers, and to create custom travel packages available only to its Agents and their customers.

Traditional agencies cannot afford the time required to provide this research, much of which must be accessed manually. The funds competitors spend on advertising and multiple locations are diverted at IntelTravel.com to investments in this and other unique services which provide advantages to you and your customers.

### ***Motivated, Trained Specialists***

Part of *The Intelligent Travel Revolution*, and a key to our success, is that unlike other travel agencies, our affiliates and their experienced Travel Consultants specialize in one type of travel – international or domestic car rentals, vacation packages, cruises, etc. - and often in one region or country within their category. The IntelTravel.com Services chapter of this manual will demonstrate why this specialized knowledge is important to you and your customers. While all of these Travel Consultants began with general expertise and are capable of handling any travel request, once trained in a specialization, they can provide a level of service and knowledge that no traditional travel agency has the time or experience

to achieve. The application of that considerable knowledge and experience to your particular travel needs is what helps to ensure you and your customers of the best value and the company's trademark excellence in service.

***The IntelTravel.com Mission***

IntelTravel.com is committed to providing the highest quality services through its affiliates and technology to its supplier partners, its Independent Travel Agents and their travel customers. By pursuing the business plan outlined above and drawing on resources of the highest sophistication and quality, IntelTravel.com intends to continue its phenomenal growth, pioneer the development of a new travel sales industry, and be recognized as one of the leading providers of travel related services in the world.

Today, IntelTravel.com is an innovative, travel service intermediary with a highly trained, friendly staff and an extensive affiliated network of expert Travel Consultants. To our Agents and their customers, we provide the finest combination of high quality low cost travel offered anywhere. As such, we are a major force for change and growth in the travel industry.

Our operations and activities are based on these values:

**Quality:** We conduct every aspect of our business according to the highest standards of excellence.

**Customer Service:** We are committed to satisfying our Agents and their travel customers with the most efficient, friendly and helpful service for all their travel needs. We recognize that the satisfaction level of our Agents and their customers is the key to our continued growth and prosperity.

**Value:** Through our expert affiliates, we strive to provide our Agents and their customers with the very best prices, discounts and values available to travelers anywhere and we continually seek out and create innovative offerings to increase the value that our Agents and their customers receive when they make their travel arrangements through us.

**Professionalism:** Our Agents and their customers expect the world from us! We conduct ourselves with the professionalism and courtesy required to meet such high expectations.

***Our Mission Is To Be The Leading Provider Of  
Travel Services in the World.***

## 2. TRAVEL BASICS

*Travel is more than the seeing of sights; it is a change that goes on,  
deep and permanent, in the ideas of the living.*  
-Miriam Beard, American Writer (b. 1901)

### **What Is A Travel Agency?**

IntelTravel.com is an Internet-based agency that trains Independent Travel Agents online and then provides that sales force of trained Agents with the exclusive opportunity to sell travel and travel related services through its website with an extensive network of licensed, approved and certified affiliates. These affiliates operate reservations centers staffed by expert specialized Travel Consultants supported by state-of-the-art research and reservations technology. After thoroughly researching and satisfying travel requests, these affiliated Travel Consultants make all reservations and issue and deliver tickets, itineraries, and other travel documents directly to IntelTravel.com's Independent Agents or their customers.

Whom do Travel Agents represent? Who are we Agents for? Contrary to popular belief, Travel Agents are not just Agents for their traveling customers, but they are also the sales agents for the suppliers of travel products and services: the hotels, airlines, car rental agencies, cruise lines, etc. These suppliers are also known as vendors, or travel partners, and we are their marketing arm.

When travel products and services are purchased, the Travel Agent commission is paid to an agency, if one was involved in the sale, or it is simply kept by the supplier as added revenue. If your family, friends, co-workers, business associates and other customers understood this clearly, wouldn't they rather have this payment go to someone they know, like you?

### **The Role Of The Independent Travel Agent**

Are you enthusiastic about travel? Do you share your experiences with friends? Can you describe a country house hotel in England's Cotswolds so your friends can't wait to get there? A crawfish gumbo in a New Orleans restaurant so that their mouths begin to water?

Whether you know it or not, you are already a kind of Independent Travel Agent, only you are probably working without pay.

Independent Travel Agents do not have to operate central reservations systems computers, write tickets, negotiate pricing, confirm reservations and follow up on the myriad details involved in making quality travel arrangements. Independent Travel Agents are not required to work set hours, sit at a desk, or even come to the office at all. (Like all types of salespeople, the best are out in the world creating relationships with customers and finding new business.)

Independent Travel Agents are essentially referring agents or brokers for a travel agency. Creating excitement about travel - "travel dreams" - and being able to communicate why IntelTravel.com is the best choice to make those dreams come true: These are the happy responsibilities at the core of being an Independent Travel Agent. Later, you will learn about the possibilities for expanding your role in the travel industry.

At IntelTravel.com, we train Independent Travel Agents to sell travel by referring business to our affiliated Travel Consultants. These Consultants operate state-of-the-art computer reservations and ticketing systems. You refer the business. They do the work. It's as simple as you logging into our website at [www.inteletravel.com](http://www.inteletravel.com), clicking on the restricted access "**Agents Only**" section which is reserved for the exclusive use of our Independent Agents, and following the appropriate links to electronically transmit your travel plans to the appropriate affiliate. These Consultants will confirm reservations and send tickets, itineraries and other travel documents to you or your customers by the means of delivery you select (e. g., e-mail, overnight courier, first-class mail, etc.).

### **How Are Independent Travel Agents Compensated?**

IntelTravel.com's affiliates receive commissions from travel suppliers, except airlines, of a percentage of the price of travel you or your customers purchase and then share those commissions with you. See your Compensation Schedule (Appendix A) for complete details.

That is the basic idea, but with IntelTravel.com, you are compensated in many ways:

- ITA training and accreditation as a professional Independent Travel Agent
- Official IntelTravel.com Independent Travel Agent photo credentials
- Toll-free security verification - to confirm your professional status
- Specially negotiated travel offers and discounts available only to IntelTravel.com Agents
- Commissions on your own business and leisure travel
- Commissions on the travel of your friends, family, co-workers and others
- Referral fees for every new Agent you enroll
- Ongoing seminars, newsletters and sales training
- Contests, sales incentives and bonus commission programs
- Tax advantages of running an independent business (consult your tax advisor)
- The flexibility and satisfaction that come from working for yourself, but not by yourself
- The ability to travel more and travel better than you ever dreamed

### ***Professional Rewards***

Because Agents travel extensively and use their personal experiences to inspire others to do the same, travel suppliers have created industry discount programs designed to encourage Agents to learn about their facilities. With the hope that Agents will refer future customers, suppliers offer discounted rates and other privileges to professional Travel Agents for:

- Hotel Rooms
- Cruises
- Car Rentals
- Vacation Packages and Tours
- Entry to Theme Parks, Shows and Other Attractions
- Complimentary Upgrades and VIP Attention

These opportunities have always been an important factor in attracting people to a travel career. Unlike the benefits listed in the compensation section above, these industry rewards do not come from IntelTravel.com and cannot be guaranteed. It is very important to remember two things: (1) These industry rewards are "privileges" which are intended to be educational in nature, and (2) They are always at the discretion of the provider. See the section entitled "Travel Agent Rates and Privileges" for your obligations as a travel professional when you take advantage of these offers.

### ***Independent Contractor Tax Status***

As an Independent Travel Agent, you are an independent contractor operating your own business from your home or office. This may allow you certain tax advantages, such as tax deductions relating to the operation of your business (telephone and other expenses) or the expenses you incur while traveling for professional educational purposes (to learn about a new destination, etc.). **Please consult your own tax advisor about your particular situation.** Your status also creates certain tax-related responsibilities. Since you are not an "employee" of IntelTravel.com, you are not eligible for any employee benefits such as health care or vacation, and you are responsible for any and all taxes related to the commissions, prizes and other compensation you may receive from us or any of our affiliates. IntelTravel.com is not permitted to withhold taxes on your behalf. Please refer to your Agreement for a complete statement of your responsibilities.

### ***Travel Industry Organizations***

#### **Regulatory Agencies**

Since deregulation, the travel industry has been governed by an agency of the Federal Government, the U.S. Department of Transportation (DOT).

#### **Private Trade Groups**

ARC, the Airlines Reporting Corporation, is a private corporation, which serves as an agent for most domestic airlines, functioning as a clearinghouse for the processing, payment and reporting of airline ticketing and other travel documents for the airlines and the travel agencies it approves or "appoints." IntelTravel.com's affiliates which issue domestic airline tickets are ARC-appointed.

IATAN, the International Airlines Travel Agent Network, is a private corporation that serves as an agent for most international airlines, endorsing and certifying travel agencies meeting certain business standards to represent those international airlines. IATAN has also begun endorsing and certifying travel service intermediary agencies (agencies that sell or broker travel that do not issue airline tickets,

but which otherwise meet high business standards and demonstrate their commitment to the travel industry). An IATAN-endorsed travel agency receives an 8-digit identification number. This number is issued by the International Air Transport Association (IATA), a private corporation, and is popularly referred to as either an ARC number or an IATAN number. Most vendors identify a travel agency by its IATA number (see your Welcome Email and keep these numbers with you at all times). IntelTravel.com affiliates which issue international airline tickets are endorsed and certified by IATAN.

CLIA, the Cruise Lines International Association, is a private trade group for the cruise industry of which IntelTravel.com is an active member.

Other travel industry trade groups include, among many others: ASTA (American Society of Travel Agents), ARTA (Association of Retail Travel Agents), and NACOA (National Association of Cruise Only Agents). IntelTravel.com is an active member of ARTA.

### 3. INTELETRAVEL.COM<sup>SM</sup> SERVICES

*The earth belongs to anyone who stops for a moment, gazes and goes on his way.*  
-Colette, French Writer (1873-1954)

#### **Agent & Customer Services Department**

If you have questions about your role as an Independent Travel Agent and the services of IntelTravel.com, please review the appropriate sections in this manual. Then consult the FAQs (Frequently Asked Questions) section of our website at [www.inteletravel.com](http://www.inteletravel.com). For any further questions or comments, you may e-mail [customerservice@inteletravel.com](mailto:customerservice@inteletravel.com).

#### **Affiliated Travel Consultants--A Word About Specialization**

Part of *The Intelligent Travel Revolution*, and a key to our success, is that unlike other travel agencies, each of our affiliates and their experienced Travel Consultants usually specialize in one type of travel – vacation packages, cruises, international air, etc. - and often in one region or country within their category. While all of these Travel Consultants began with general expertise and are capable of handling any travel request, once trained in a specialization, they can provide a level of service and knowledge that no traditional travel agency has the time or experience to achieve. The application of that considerable knowledge and experience to your particular travel needs is what helps to ensure you and your customers of the best value and the company's trademark excellence in service.

## 4. GETTING STARTED

**Take only memories. Leave nothing but footprints.**

*-Chief Seattle, Susquamish Chief (1786-1866)*

### **Online Enrollment**

Once you have reviewed this training manual, your first order of business is online completion and submission of the Agent enrollment form along with your online acceptance of the terms and conditions of the IntelTravel.com Independent Contractor Agreement. Your acceptance is your acknowledgement that you have studied this manual and also serves as your personal Agent profile.

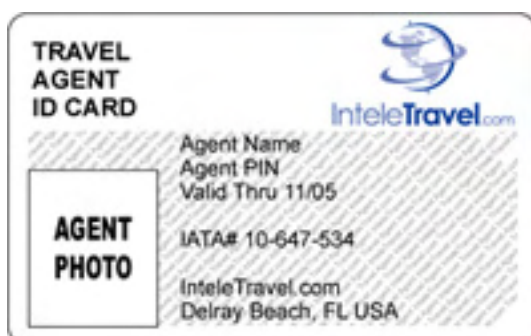
Shortly after you have completed your online enrollment, we will e-mail you a confirmation of your enrollment which will contain your unique Personal Identification Number ("PIN;" also called "USERNAME") and a temporary Password to be used the first time you gain access to the restricted "Agents Only" section of our website. This e-mail will also include a Photo ID Form, which must be completed and returned to us with your photo so we can produce your Agent credentials (see Professional Identification below).

### **Professional Identification**

When you receive your Photo ID Form with our e-mailed confirmation of your enrollment, **please follow the instructions on the Photo ID Form carefully**. There are two ways to send us your photo: (1) You can download the Photo ID Form, complete it and mail it with your photo to the address indicated on the Form; or, (2) You can submit a photo online. Just log into the "Agents Only" area of [www.inteletravel.com](http://www.inteletravel.com), click on "Account Info" and follow the simple directions to "E-mail a photo of yourself".

All photos must be a forward facing head shot, approximately passport size and no larger than 2" x 2," and you should be in appropriate attire.

You should receive your credentials in the mail within 10-14 business days from when we receive your completed Photo ID Form and photo.



### **Business Cards**

As in most businesses, your business card will be a critical sales tool for you as an Independent Agent for IntelTravel.com. Additionally, to qualify for professional privileges from a hotel, airline, or other supplier, an agency business card is often required, along with your official identification.

IntelTravel.com has made special arrangements with a reliable printer to supply you with high quality business cards at a volume-discounted rate. See "Training & Supplies" in the "Agents Only" section for details.

For consistency of quality and trademark recognition, no deviation in design or content is permitted. You may produce your own cards subject to the guidelines explained in the section titled "Mandatory Marketing Review."

### **Stationery**

To develop travel clients or utilize mailings as a marketing technique (or if you simply value professional appearance), you will want to have professional stationery for your travel business. See "Training & Supplies" in the "Agents Only" section for details.

Your stationery can also be your own design, with your name, a company name you choose for your home-based business, and a logo of your own design. You must have your own address and telephone number, (plus a fax number and e-mail address, if you have them).

***The words "Independent Travel Agent" must always appear with your name.***

If you wish, you may use the IntelTravel.com logo on stationery you develop, as long as your own name and address are also evident. The Agent & Customer Services Department will provide reproduction-quality artwork for the logo (reproducing the logo from another document will result in inferior printing quality, and is prohibited).

**Remember: When any relationship to IntelTravel.com is stated or implied, directly or indirectly, the design for any material must be approved in writing by the Agent & Customer Services Department. (See "Mandatory Marketing Review" in this manual, and your Agreement.)**

### ***Building a Customer Base***

The strength of the IntelTravel.com concept is the replacement of traditional advertising, an expensive and inefficient method of marketing, with an innovative and effective nationwide network of Travel Agents who promote travel to family, friends, neighbors, business associates and other customers. As part of this philosophy, we do not recommend that our Agents rely on advertising to establish their customer base (advertising may play a role in certain advanced selling techniques, such as seminars). Instead, we encourage you to take advantage of the strength of our network concept by mining your personal relationships in the following ways. Remember the opportunities: Most people do not have a loyalty to a particular Travel Agent; a 1994 National Travel Monitor survey reveals that 43% of people look to friends for travel recommendations; 88% of Americans have never been on a cruise; only 15% of the population has ever been to Las Vegas; Americans spend more on travel than on clothing, accessories, jewelry and personal care combined!

### ***Family, Friends & Neighbors***

The first step as a new Agent is to let your friends, family and other acquaintances know that you are now affiliated with an expert travel agency. You may want to do this informally with a telephone call or short note offering to help with their next travel plans. Remember to pass out your business card at every opportunity. If you have an office or waiting room, leave your cards out, along with flyers on the latest special offerings from IntelTravel.com.

Your approach can also be more thorough and systematic. Begin by making a list of everyone you know, any of their friends you can think of, and any companies, social clubs or other organizations you or your friends may have personal influence over. Use address books, your collection of business cards, and a little brainstorming around themes; like friends you see golfing, skiing, at church, etc. Once you have completed your list, take a break. Coming back to it later, consider each person on the list, putting a star by only those you feel very comfortable calling.

As soon as you can, give them a call and tell them about your new travel business. Explain *The Intelligent Travel Revolution* and how it benefits them in exceptional service and the lowest fares. Conclude by asking if they will do you the favor of contacting you the next time they are considering a trip. "Just try it once," you might say. Remember, it doesn't cost them anything.

Follow up with a note, a flyer on a particular special offering and your business card. If they have a trip scheduled, you may use your calendar to note an appropriate date to check back with them. If travel was booked, find out the dates and use your calendar again for the next call after they return: "How was your trip? Where next? Everyone is talking about... We have a great deal on a cruise there in a few months. I'll send you something." This is also the best time to ask your satisfied customers if they know anyone else who you could book travel for. Ask if you can use their name when contacting any friends they refer. DO NOT underestimate the power of this kind of networking. These simple steps already represent more powerful marketing and customer service than the majority of traditional travel agencies provide.

When you have practiced working with your close friends, it will be much easier to approach the rest of the people on your list. Choose the most appropriate way to contact them: a telephone call, letter with your business card, or perhaps a face-to-face chat at the next party, club meeting, etc.

In your initial discussions, and when creating opportunities to maintain your new relationships, think about your clients' specific needs. Does he prefer the Caribbean while she travels to Europe? Is she a cruise person, while he dreams of Fiji? If Jane is the explorer type, drop her a note about the new Alaska cruise with onboard naturalists. If Bob thinks of nothing but golf, mention the latest tour of courses in Ireland the next time you see him at the gym. If your information is valuable to your clients, they will always be delighted to hear from you. After a few good trips that you helped plan, you will be hearing from them again!

## **SAMPLE ANNOUNCEMENT LETTER**

**<InteleTravel.com Letterhead>**

John Doe  
Independent Travel Agent  
123 Main Street  
Anytown, ST

Phone: 555-555-1234  
Email: [jdove@email.com](mailto:jdove@email.com)

Dear Bill:

I have finally found a way to get great service and the lowest fares from a travel agency. I joined one!

I'm proud to tell you that I am now an Independent Travel Agent with InteleTravel.com. It's one of the country's largest and most successful travel agencies. And by being different than the rest, InteleTravel.com has started a revolution in the travel industry.

They have a large network of Independent Travel Agents like me, who refer business to the travel experts at its state-of-the art reservation centers. With this special approach, InteleTravel.com redirects the money that old-fashioned agencies normally spend on advertising and branch offices. By using new methods and advanced technology, they can offer the lowest fares and highest standard of service in travel today.

Here's one of the parts that I like best. Unlike traditional travel agencies, InteleTravel.com's affiliated Travel Consultants only think about how to satisfy you, no matter how long it takes, or how low they get your fare. And each specialist is an expert in a particular type of travel (like cruises, international air, etc.). So they have the knowledge and experience to give you great advice.

If you are thinking of traveling in the next few months and want better service, or if you would like to know how you too can earn Travel Agent commissions and discounts, call me. I have so much more to tell you about The Intelligent Travel Revolution.

Sincerely,

John Doe  
Independent Travel Agent

<<Add your personal experiences and enclose your Independent Travel Agent business card.>>

### ***Business Associates & Existing Clients***

You will naturally announce your new business to your co-workers, employees and colleagues. If you are in a professional service business, such as accounting or real estate sales, you have several advantages. You have established customer relationships, people look to you for advice, and you have practiced serving your clients. Your new Travel Agent status allows you to offer yet another professional service for their benefit.

Even if you are not currently in business, you do business with a great many people. Your hair stylist, dry cleaner, grocer, appliance salesperson and other businesses you patronize, value your loyalty and support over the years. When they learn that you have a valuable service to offer, they'll want to return the favor, especially since, as a Travel Agent, your services are usually free to them. Successful salespeople will tell you that you should expect this reciprocation, and reconsider your patronage if it is not forthcoming. With a particularly prominent individual, you may want to offer a finder's fee, a share of your commissions, or some other compensation in return for referrals, business cards or display space they can offer you at their place of business.

### ***Social Organizations***

The best salespeople are visible in their communities. Many accomplish this by being habitual joiners. They join religious groups, civic organizations, professional associations, trade groups, country clubs, golf clubs, beach clubs, charities, political committees, etc. Why? First, because successful salespeople usually have a genuine interest in people. Second, because people usually prefer to buy or take advice from someone they know. These organizations provide ready networks of customers and referrals and you should join as many as interest you. Keep in mind the first reason, though, and be prepared to give as well as take.

If you are not a joiner, find customers who are. The best customers become marketing representatives for you! Seek out club officers and other influential people and put their networks to work for your business. Do they have access to membership lists? Can you use their name or the group's name? Can they authorize a lobby or bulletin board display? If the organization is made up of people who travel often, this kind of endorsement can mean significant income for you and may be worth some kind of inducement, such as a share of your commissions, or complimentary accommodations on the next group trip (see "Advanced Selling Techniques").

### ***Travel Talks<sup>SM</sup>***

Hold a get-together in your home, or at friends' and clients' houses, to explain your services. Your presentation can be simple and understated with a brief introduction of your services and then informal conversation. Or you can be more promotional, with a showing of a dramatic travel video featuring a destination, cruise line, hotel or other supplier you think will be attractive to your group. (see "Travel Videos" below) No section called "Travel Videos". IntelTravel.com can provide brochures and sometimes even promotional gifts from a vendor that fit your theme.

Once you have developed more knowledge (and more customers), we may arrange for a sales representative or one of IntelTravel.com's Preferred Travel Partners to attend your event as a guest speaker. Again, an influential person with an impressive house and a valuable party list may warrant a special gift or incentive to host your presentation. Door prizes, or even a special travel purchase incentive for all of the guests, are a good way to ensure a turnout. A coupon for discounts off their next trip booked through you is a good way to ensure future business!

### ***Travel Ideas***

There is a rewarding type of travel for every taste and interest, and a special place to visit for every time of the year. On the next page are just a few ideas to start your imagination. Think of your friends and customers; do any of these categories match their interests? If so, make a few suggestions to them. Often the conversation will turn, and they will start making suggestions and asking questions of you. E-mail one of IntelTravel.com's affiliated Travel Consultants in the appropriate travel category for more information and more detailed suggestions. Your friends will have the time of their lives, and you will have the satisfaction of having made it possible, along with your commissions.

# The World of Travel

## All-inclusive Resorts

- Sandals, For Couples Only (Jamaica, Barbados, St. Lucia, Antigua, etc.)
- Club Med (Caribbean, Mexico, South Pacific, etc.)
- Super Clubs, including Couples, Lido, Hedonism
- (Caribbean)
- Jack Tar Villages (Caribbean)

## Health & Fitness

- Mountain Climbing Tours (Himalayas)
- Spa Resorts (La Costa, California; Doral Saturnia, Florida; Canyon Ranch, Colorado and Massachusetts, etc.)
- Fitness Cruises
- Biking in the French Wine Country
- Ski Packages to Vail, Colorado or Europe (Austria, Switzerland)

## Golf

- Hilton Head, South Carolina
- Scotland (St. Andrews, Gleneagles)
- Hawaii
- Palm Springs, California

## Adventure Travel

- Safaris and Gorilla Tracking in Africa
- Diving Expeditions to Belize, Central America
- Galapagos Islands Cruises
- River Rafting
- Thailand
- Antarctica
- Islands of the South Pacific, Fiji, New Zealand
- The Outback of Australia

## Eco-Travel

- (Environmentally friendly; focus on conservation)*
- Costa Rica and Central America
  - Alaska
  - Photographic Safaris

## History & Archaeology

- Athens, Greece
- Rome, Italy
- Turkey
- Mayan Sites in Mexico, Guatemala and Belize
- The Museums and Architecture of London, Paris, and many other European cities

## Sun & Fun

- Hawaii
- Florida
- California
- Bermuda
- Caribbean: St. Martin, St. Thomas, St. Kitts, St. Barts, Puerto Rico, Jamaica, Antigua, and more
- South Pacific: Tahiti, Australia, Fiji, etc.
- French Riviera: Cannes, St. Tropez
- Cape Cod, The Hamptons, Maine in Summer

## Gourmet Cuisine & Shopping

- Paris
- New Orleans
- London
- New York
- Los Angeles
- Napa and Sonoma Valleys (Wine Country), California

## Gaming

- Las Vegas, Reno and Lake Tahoe, Nevada
- Atlantic City, New Jersey
- New Orleans, Mississippi River Boat Cruises
- The Bahamas
- Monte Carlo
- International Cruises
- Saratoga Springs, New York (horse racing)
- Kentucky Derby (First Saturday in May)

## Theme Parks & Family Entertainment

- Near Anaheim, California: Disneyland, Universal Studios, Sea World
- Orlando, Florida: Walt Disney World, Epcot Center, MGM Studios, Universal Studios, etc.
- Branson, Missouri: Country Western music shows
- Las Vegas, Lake Tahoe and Reno, Nevada
- Six Flags Theme Parks: Texas, California, Georgia
- Opryland, Nashville, Tennessee
- Sesame Place, Langhorne, Pennsylvania
- Colonial Williamsburg and Busch Gardens, Williamsburg, Virginia

## Cruises

- Caribbean
- Mexican Riviera (Puerto Vallarta, Acapulco, etc.)
- Alaska (summer)
- Mediterranean (Italy, the Greek Islands, Turkey, Israel, Egypt, etc., in winter)
- Transatlantic to England, Portugal, etc.
- Russian River Cruises
- Barge Cruises in France
- Yangtze River Cruises in China
- Expeditions to the Galapagos Islands or Antarctica

## Sporting & Other Events

- Olympics (Winter & Summer)
- World Cup Soccer Championships
- World Series
- Super Bowl
- Indy 500
- America's Cup Races
- World's Fair
- Mardi Gras in New Orleans
- "Carnaval" in Rio

## New **HOT** Destinations

- Vietnam
- China
- Fiji and Australia
- Costa Rica
- Moscow

### ***Other Travel Sales Materials***

You will receive occasional e-mails and direct mailings from IntelTravel.com announcing special value opportunities for your clients.

If there is a region, resort or travel supplier that's of particular interest to you or your clients, contact the appropriate affiliate through IntelTravel.com's website and discuss your ideas with a specialist who can help you focus on options and provide specific information for you to present in a letter, flyer or just in conversation.

### ***Marketing Support***

IntelTravel.com encourages its Independent Travel Agents to employ creativity in their marketing of IntelTravel.com services and the Independent Travel Agent Program. The most effective marketing is addressed to a specific group of customers. Since you know your clients better than the agency does, we encourage you to produce your own idea for an advertisement, letter, flyer or any other material you are interested in. Give careful thought to what's most attractive to your clients about our program or services; use your own words to describe advantages and share your own experiences as an Agent or traveler.

### ***Optional Independent Marketing Review***

At your request, the Agent & Customer Services Department will review ideas and make suggestions to improve effectiveness, salesmanship, etc. IntelTravel.com can also help to enhance your materials, by providing travel graphics or images. There could be a small fee, quoted in advance, for certain graphic services requested from IntelTravel.com. Speak with your local copy center or printer to produce large quantities of any fliers or brochures you create.

### ***Mandatory Independent Marketing Review***

To maintain the quality of our business, and to protect the professional integrity of our Agents, your final materials that utilize the IntelTravel.com name or logo, **must** be submitted to IntelTravel.com for review and written approval prior to use. This is in accordance with your agreement as an independent contractor with IntelTravel.com. In instances where IntelTravel.com's logo is not used, but the relationship to the company is obvious, review is also required.

Here is a good rule to follow when creating marketing material: Your own personal or business address and telephone number must appear wherever a number or address is featured, and the text must always identify you or your own company by name and as an "Independent Travel Agent for IntelTravel.com" if you wish to use the IntelTravel.com name or logo.

Your creativity and cooperation helps us maintain our position as a leading provider of travel services.

### ***Sample Marketing Materials***

Examples of professional letters are included in this training manual. Samples of other types of flyers and advertisements are available from the Agent & Customer Services Department.

### ***Seminars As A Sales Tool***

As an advanced sales tool, Independent Travel Agents with extensive experience may sponsor seminars introducing IntelTravel.com's travel agency services and Independent Travel Agent Program. Sponsored seminars are those produced at the expense of an Independent Agent with cooperative marketing support from IntelTravel.com. The Sponsor must present a marketing plan, secure accommodations and confirm the number of attendees. In return, IntelTravel.com provides a professional speaker (including travel expenses), marketing materials and other support, such as assistance with advertising design and production, marketing recommendations, customized materials, etc. E-mail [customerservice@inteletravel.com](mailto:customerservice@inteletravel.com) if you have any opportunity that you would like to discuss. We're anxious to help you strengthen your travel business and expand the IntelTravel.com Agent community.

### ***Career Training***

At IntelTravel.com, we have a firm belief in the value of continuing professional education.

As successful pioneers in a very traditional industry, we are subject to more scrutiny than our competitors. Therefore, our Agent training exceeds the industry standard for independent agents, and takes many forms. This manual and course are the first of many written materials you may receive. Newsletters, updates and other communications often contain important training information and should be given careful attention.

**Industry Seminars:** Many breakfast meetings, luncheons, dinner seminars and other training events are sponsored by tour operators, tourist boards and other industry groups in areas all around the world. These events are usually free, or have a nominal admission charge, and are an excellent way to learn about a particular destination or supplier. Watch our website and the websites of our affiliated travel providers for events in your area.

Remember that training for Independent Travel Agents differs from the training for traditional travel agents, who are responsible for ticketing, researching and other technical procedures involved in selling travel. You do not need to memorize fare designators, city codes, geography or booking procedures. But, you do need to communicate to your customers your excitement about travel, use your general knowledge about the travel industry (from this manual and other training) to make suggestions, create interest, and induce your customers to contact you for further information and arrangements.

### ***Step-By-Step Instructions For Advanced Selling***

Later in this manual, you will discover more ways to sell travel and refer new Agents by following easy step-by-step instructions. These creative ideas have been developed for you by Brian Tracy and his colleagues who are authorities in the travel industry. The tips and insights offered give you an incredible business advantage. You may wish to gain some experience in travel sales or Agent referrals before you pursue the more advanced methods.

### ***Errors & Omissions Insurance***

IntelTravel.com recommends that you consider errors and omissions insurance to protect yourself against Travel Agent's liability. Your insurance agent can provide you with advice and coverage details.

### ***Licenses***

IntelTravel.com is a fully licensed, registered and bonded agency.

Since deregulation (in 1985), the federal government has had no minimum requirements for the licensing, education or training of professional Travel Agents. Several states have considered and enacted consumer protection legislation regarding travel sellers. However, as of this writing, the only state with a travel seller registration requirement known to be applicable to Independent Travel Agents is Florida. Florida requires Independent Travel Agents residing or selling in Florida to complete and file a simple form with the Travel Seller Section of the state Division of Consumer Services. The toll-free number for obtaining the form is: (800) 435-7352.

As a rule, as long as you are not collecting money from the public and depositing it in a personal bank account, local or state travel seller laws are not likely to apply. However, to be sure you are in compliance with the independent contractor agreement you signed with IntelTravel.com, you should review local and state laws for any applicable requirements.

Some local jurisdictions may require you to obtain a business license for a nominal fee, which may be deductible as a business expense on your state and federal tax returns (consult your tax advisor).

## 5. TRAVEL COMMISSION PAYMENTS

***The real voyage of discovery consists not in seeing new landscapes, but in having new eyes.***

*-Marcel Proust, French Writer, (1871-1922)*

InteleTravel.com compensates Independent Agents for online booking of travel by arranging for its affiliated travel suppliers to share commissions from specified online travel purchases. See the Compensation Schedule in Appendix A of this manual for commission details. The Compensation Schedule is subject to change without notice due to vendor policy changes, market dynamics and other factors, so check frequently for updated information. When you have been offered an exclusive Travel Agent discount rate, that rate is non-commissionable and neither you, nor any agency will receive a commission.

Commissions are automatically tracked and paid; no forms are required except in the unusual circumstances where you've been authorized by InteleTravel.com to book for a customer directly with a supplier (not online through InteleTravel.com). See "Booking Directly with Suppliers."

### ***When Are Commissions Earned?***

Commissions are earned when InteleTravel.com receives payment from the Supplier, typically **30-60 days after travel has been completed**. Please do not request commissions upon purchase and payment, prior to travel, immediately after travel is complete, or anytime prior to 60 days after travel is complete. Until then your commission report will show pending travel sales with Total Charges, but no commission amounts calculated.

### ***When Are Commissions Paid?***

Commissions are paid **within 10 business days following the close of the month in which commissions are paid to InteleTravel.com by the Supplier**. A minimum of **\$5.00** per month is required for checks to be issued. Monthly commissions of less than \$5.00 will be accrued and paid within 10 business days following the close of the month in which the balance in your account meets the minimum.

**Please see the Compensation Schedule in Appendix A of this manual for details regarding commission payments.**

## 6. RECRUITMENT PROGRAM

*If you come to a fork in the road, take it.*  
-Yogi Berra, American Athlete

It is part of our ongoing effort to reshape the travel industry and empower our Agent community. As part of this effort, we reward Agents when friends, family, employees, business associates or other referrals you introduce to our Independent Agent Program enroll with InteleTravel.com.

Just like yourself, your referrals can dramatically reduce their own cost for business and personal travel, develop a part-time career, supplement their income, energize their vacation time and travel better than ever as Independent Travel Agents,

Individuals you refer should enjoy traveling, have good communication skills, belong to social groups or have friends and business contacts who also travel for either leisure or business.

### **Referral Fees**

InteleTravel.com will pay you a substantial referral fee for each referral who becomes an Agent. This can be a powerful source of income, in addition to commissions for travel booked online.

### **Payment Schedule**

Referral fees are paid within approximately 60 days of when your referral has completed the enrollment process, including providing completed documents and payment.

### **Prospects**

Who isn't interested in added income, extra savings and traveling the world? Even those who are already successful in life crave an exciting new opportunity. Remember that all the methods described in "Getting Started" and in later chapters of this manual can be used to introduce others to InteleTravel.com and generate income for yourself. All of your travel clients will have a natural curiosity to know more about the travel revolution you've discovered. In any of your introductory mailings or travel promotions, you can also include a paragraph about the opportunity to become an Independent Travel Agent.

### **Traditional Travel Agents**

Many traditional Travel Agents and agency owners are unsatisfied with their returns after overhead expenses and long work hours. You can show them a way to eliminate many of their expenses, decrease their workload and have more ways to earn income than ever before. Talk to the traditional travel professionals you know. Expect some resistance - but many will want to know more by speaking to you, reviewing the materials, and then communicating directly with an InteleTravel.com Enrollment Counselor.

### **New Agent Enrollment Department:**

InteleTravel.com Enrollment Counselors can support your recruitment efforts by communicating directly with your friends and other referrals who are interested in becoming Agents. These representatives can answer any questions related to Agent benefits, and assist with the completion of forms and procedures involved with becoming an Agent. Be sure to give our Enrollment Counselors any e-mail addresses they will need to communicate with your referrals. And always make sure that your referrals know your Agent PIN so that when speaking with Enrollment Counselors, any enrollments are credited and Referral Fees are paid to you. Please e-mail your message or request to [customerservice@inteletravel.com](mailto:customerservice@inteletravel.com).

### **Contracts**

All Independent Travel Agents, including trial Agents, must complete an online acceptance of our Independent Contractor Agreement. This contract is electronically accepted and signed as provided at [www.inteletravel.com](http://www.inteletravel.com). For your convenience, enrollees paying with a credit card may return signed Independent Contractor Agreements by fax, with the credit card information and authorization section completed.

### **Methods Of Payment**

InteleTravel.com accepts the following forms of payment for most fees and purchases other than travel: Visa, MasterCard, American Express and Discover Card. Please note that payment methods accepted by InteleTravel.com may differ from those accepted by our affiliates for travel purchases. See "Payment Methods for Travel Purchases" in Chapter 7.

### **Status Of Materials**

For questions about the status of Agent training materials, ID cards or other matters, please e-mail [customerservice@inteletravel.com](mailto:customerservice@inteletravel.com) for assistance.

### ***Residents Or Citizens Of Other Countries***

International tariffs, duties, costly ticket delivery and other factors contribute to the inefficiency of purchasing travel through a continental United States-based travel agency when the travel is originating in another country. Of course, this situation does not apply on the return portion of a roundtrip travel itinerary that originated in the United States, and also may not be of concern to travelers who have priorities other than cost.

For your friends or associates who reside outside the United States (full- or part-time), or are citizens of another country, the benefits of becoming an Independent Travel Agent with IntelTravel.com may be diminished. In some cases, savings from lowest fares may not be available, and income from travel sales commissions will be hampered by non-competitive pricing or offset by costly international ticket distribution. See the Independent Contractor Agreement for details.

Future plans at IntelTravel.com include expansion into overseas markets. Note that these restrictions apply to all U.S. travel agencies, and not exclusively to IntelTravel.com. Please see "How To Book Travel" for the effect of similar issues on selling travel to clients outside the continental United States.

### ***Photographs & Feedback***

At IntelTravel.com, we welcome the contributions of our Agents and their clients. We value your suggestions, comments and testimonials about places you have visited, services you have received and your experiences and successes as an IntelTravel.com Independent Travel Agent. You may have tips or advice for your fellow Independent Agents for selling travel or earning referral fees. Please share any success you've had with [customerservice@inteletravel.com](mailto:customerservice@inteletravel.com).

We also welcome photographs of our Agents and customers traveling the world. IntelTravel.com will ask your permission before publishing any photographs or testimonials. Mail to: *The Intelligent Traveler*, c/o IntelTravel.com, 209 North Swinton Ave, Delray Beach, FL 33444, or e-mail: [photos@inteletravel.com](mailto:photos@inteletravel.com). We regret that materials cannot be returned, so keep copies for yourself. Your submission constitutes your agreement to unconditional use of the materials by IntelTravel.com.

### ***Address Changes***

Commission payments, professional updates, promotional mailings, etc., make it very important that you keep us informed of any changes to your e-mail, mailing addresses or telephone numbers. See "Account Information" in the "**Agents Only**" section of our website to update your contact details.

### ***Changing Status***

Agent certification cannot be transferred to another person, nor can Primary Agent status be changed. For those who enrolled in the past as Secondary Agents, Secondary Agent status can be changed to Primary status by paying the difference between Primary and Secondary enrollment fees and by paying Primary status monthly access and annual renewal processing fees thereafter.

### ***Commission & Referral Fee Income Reporting: Form 1099***

In accordance with applicable laws, all individual Agents whose annual commission and referral fee earnings total \$600 or more will be provided with Form 1099 income reporting statements from IntelTravel.com. Please note that IntelTravel.com has been advised that commission earnings on your own personal travel, which are essentially "rebates after the sale," are not taxable and therefore will not appear on your income statement.

## 7. HOW TO BOOK TRAVEL FOR YOU & YOUR CUSTOMERS

***Once you have traveled, the voyage never ends, but is played out over and over again in the quietest chambers... the mind can never break off the journey.***

*-Pat Conroy, American Writer (b. 1945)*

### ***E-Mail and Online Reservations***

All requests for travel information and actual travel purchases must be made online through [www.inteletravel.com](http://www.inteletravel.com). Through its website, IntelTravel.com links Independent Agents with exclusive online access to its comprehensive network of affiliated travel sellers. Each linked affiliate has been carefully selected for its demonstrated ability to provide specialized knowledge and experience about a particular mode of travel or a particular destination. While individually specialized, these expert Travel Consultants are collectively capable of booking virtually every form of travel and travel related service anywhere in the world. Through these linked affiliates, supported by state-of-the-art research and reservation technology, you electronically research travel plans, transmit travel requests, book and confirm itineraries and build a reservation record that is electronically transmitted for payment processing and ticketing. All technical details associated with "booking" travel for you or your clients are performed by skilled technicians, allowing you to focus on other considerations, such as income production and planning your next FAM trip.

Remember, the more restrictions you have on your travel request, the higher the price is likely to be. For absolute lowest fares, flexibility is the key. See "Quote Comparisons" for the kinds of factors that determine fares.

### ***PIN: Personal Identification Number***

If you log into our website to research or book travel, our affiliated Travel Consultant will ask you to identify yourself by your Primary Agent PIN. This is what allows us to track the sale and pay your commission. If asked for your Agency IATA number, you will find this printed on your photo ID card.

### ***Frequent Flyer Programs & Senior Discounts***

IntelTravel.com's affiliated Travel Consultants can usually coordinate travel reservations with the frequent flyer program of any major airline, as well as the alumni programs of cruise lines, hotel and car rental frequent guest promotions, preferred customer clubs, etc. Travelers are credited with the maximum miles or other rewards offered.

***If redeeming an award that entitles you to a free airline ticket or other free travel, you must make arrangements directly with the provider, and not through IntelTravel.com.***

IntelTravel.com's affiliates usually offer the full range of Senior discounted airfares from major airlines, and other discounted services for travelers who qualify for senior citizen status (usually 62 or older).

Most suppliers will not allow the combination of more than one discount or promotional offering. Ask your Travel Consultant for details. (See "Other Promotions" for how these programs affect Agent travel.)

### ***Advance Seating***

When you order airline tickets, request advance seating assignments. When available (sometimes limited to no earlier than 30 days prior to departure), this service can be a great convenience for you and your customers, allowing you to confirm preferred seating.

### ***Everything Traditional Agencies Offer - And More!***

Though we often focus on what is innovative about IntelTravel.com, do not forget what is familiar. IntelTravel.com's affiliated Travel Consultants provide the full range of traditional travel agency services, including health and visa information, political advisories, etc. Just ask!

### ***Double Check Your Itinerary***

When satisfied that IntelTravel.com's affiliated Travel Consultant has offered you the lowest fare, the most convenient route, the most luxurious accommodations, or whatever requirements you may have, double check the details of the itinerary one last time prior to processing payment.

### ***Airline Changes & Refunds***

Every airline has its own rules regarding changes and refunds. Our affiliated Travel Consultants advise you, enabling you to advise your clients, of restrictions that may apply in each case.

Many advance-purchase and promotional airfares are not able to be changed and are non-refundable.

Depending upon the carrier, an amount may be charged for changing an itinerary, or the airline may credit the dollar value of the original reservation toward the purchase of another ticket. Refundable airline tickets are usually 100% refundable. Full-fare tickets are often in this category. Refunds are always processed by the same method used to pay for the original purchase (credit card, check, etc.).

IntelTravel.com's affiliated Travel Consultants can explain all the restrictions and policies that apply to your travel purchase. If you're unsure of something, just ask. For your convenience, you may e-mail or link through our website to any affiliated Travel Consultant in the appropriate travel department or specialty for more information about changing a reservation or arranging a refund.

### ***Cancellation Penalties***

Most tours, vacation packages and cruises require advance deposits to hold space. As the departure date nears, the supplier's penalty deductions increase, regardless of whether or not the space has been resold. Your IntelTravel.com affiliated Travel Consultant can advise you of any applicable penalties and schedules prior to your purchase.

### ***Trip Cancellation & Interruption Insurance***

Vacations and business trips can represent significant investments for you and your customers. A sudden change in plans, illness, injury or some other circumstance can cause a cancellation or disruption in travel, and possibly the loss of non-refundable deposits and other payments.

Our affiliated Travel Consultants offer trip cancellation and interruption insurance, as well as insurance coverage for medical expenses, accidents, emergency accommodations and travel expenses, lost or stolen luggage, car rental collision damage coverage and other benefits.

Many tour and cruise companies also offer Cancellation Waiver Programs which reimburse travelers for nonrefundable payments.

IntelTravel.com highly recommends provisions for passenger protection in connection with travel subject to cancellation penalties. Ask your Travel Consultant to explain available options and the circumstances and limits of coverage. Passenger protection products are not commissionable to Independent Travel Agents.

You or your clients may already have coverage from other sources that provide these benefits. Review existing policies and call your personal insurer or plan administrator with questions about current coverage.

### ***Payment Methods for Travel Purchases***

While most of IntelTravel.com's affiliated Travel Consultants welcome Visa, MasterCard, Discover Card, American Express, cashier's checks and money orders as forms of payment for travel related services, inquire of your Travel Consultant for specific requirements. Personal or business checks are generally not accepted. If you or your client wishes to pay for travel products or services using a credit card, arrangements will be made by our affiliated Travel Consultants to electronically receive the necessary authorization from you at the appropriate time.

### ***Ticket Delivery***

**Overnight:** With your best interests in mind, IntelTravel.com strongly recommends that airline tickets, cruise tickets, and other important travel documents be distributed to you by overnight courier service. In the unlikely event of a delay or loss, the carrier will reimburse you or your customer for the replacement costs or lost ticket fees often deducted from refunds by suppliers (maximum \$50.00).

**First-Class Mail:** At your request, we will also mail documents via U.S. Postal Service First-Class Mail at no cost to you or your customers. However, we do require that the traveler sign a waiver releasing IntelTravel.com and its affiliates from responsibility for loss or delay. Of course, in the event of a mishap, we will always assist in resolving claims and obtaining replacement documents. Please consider the time available prior to travel before choosing this form of delivery (we recommend at least one week).

**Electronic Ticket Delivery:** This latest industry method of ticket delivery has become standard procedure for most major airlines. Many airlines will impose a service charge for "paper" tickets. When you make online purchases of airline tickets, you will receive a confirmation number and an itinerary which becomes your "paperless" ticket. When you or your customers check in at the airport, a photo ID and a confirmation number are all the documentation required. This eliminates concerns about lost or stolen tickets.

**At The Airport:** At your request, tickets called "Pre-paids" can be issued at the airport counter of most major airlines. This is often done when last-minute travel arrangements do not allow for ticket delivery, such as same-day travel requests, emergency situations, missed flights and other changes en route. Airlines routinely add a service charge to each ticket issued in this way, and the traveler must allow time to wait in

line and conduct business at the terminal counter.

### ***Document Inspection***

It is very important that you and your clients inspect all tickets and documents immediately upon receipt. If there's an error, the time between ticket delivery and reporting the error is critical. Failure to notify issuing vendors of any discrepancies may result in the inability to make changes without additional supplier charges.

### ***Quote Comparisons***

While it is one of our goals to provide the lowest fares available at the time of booking, you may encounter what appears to be a lower fare paid by a friend or quoted to your customer by another agency. The factors that contribute to pricing in the travel industry are complex and numerous. We have found after examining these factors that the lower fare is normally due to a different itinerary or set of circumstances. Sometimes the difference or changed circumstance is so obscure that the traveler is not aware of it or did not realize it would have an effect on the price. When faced with such a comparison, determine if the comparison is a true one -"apples to apples," and not "apples to oranges."

Here are some of the factors that can have a significant effect on fares. Are you comparing exactly the same set of itinerary requirements?

- Departure Date, Time and Day of the Week (Weekend vs. Weekday)
- Arrival Date
- Airports
- Non-Stop (no stops) vs. Direct (stops) vs. Connecting (change of planes)
- Class Of Service (First Class, Business, Coach, etc.)
- Date of Quote (7-Day Advance Purchase, 14-Day, 30-Day)
- Length Of Stay (minimum/maximum stay requirements; over a Saturday)
- Refundable vs. Nonrefundable or Cancellation Penalty
- Packaged With Other Travel Arrangements

**Availability:** There's an important difference between "the lowest fare" and "the lowest available fare." In any fare comparison, always ask if the fare quoted is actually still available or if it was sold out. Suppliers allocate only a certain number of seats, rooms, cars, etc., to a particular fare or rate level. Once those are sold, that fare is no longer available, even though other seats or rooms may be vacant. As a result, fares available can change minute by minute. The time a quote is given is critical. Comparisons can only be made on the basis of "the lowest available fare at the time of booking." (By the way, this will explain many of the fares you will see quoted in advertisements. They seem "too good to be true"- and they usually are!)

**Flexibility:** If the lowest fare is your goal, then flexibility is your key. Tell your affiliated Travel Consultant that you're willing to be as flexible as needed to get the best fare. Limit restrictions to those that are most important to you.

### ***Travel Originating Outside The USA***

International tariffs, duties, costly ticket delivery and other factors contribute to the inefficiency of purchasing travel through a United States-based travel agency when the travel originates in another country. When your client has expressed a concern for the lowest fare, it is our professional obligation and yours to explain that a travel agency in his/her location may offer more advantageous rates. Of course, this situation does not apply on the return portion of a round-trip travel itinerary that originated in the United States, and also may not be of concern to travelers who have priorities other than cost. (See the "Recruitment Program" section for the effect of this issue on recruiting new Independent Agents from outside the United States.)

### ***Consolidators & Bulk Tickets***

Travel to many parts of the world is sold through Consolidators, who contract for airline seats in bulk at heavily discounted rates. IntelTravel.com's affiliates are some of the few travel sellers that invest time and labor in monitoring and selling consolidator inventory. The result is that our Agents and their clients benefit from significant discounts and savings over published airfares.

Occasionally, consolidators to certain areas of the world offer tickets to the general public after removing the standard travel agency commission from the price, leaving a lower fare than even the most expert Agent could obtain. Such instances are rare because the action violates the relationships and systems that are fundamental to the travel industry, and are subject to investigation by IntelTravel.com and its affiliates.

A final word of caution: Recent years have seen consolidator operations enter and leave our industry, providing wide ranging levels of service and reliability. To understand all the options, and be assured of reliability, a traveler should only purchase consolidator offerings through a reputable travel provider.

### ***IntelTravel.com vs. Other Travel Services***

We've earned a reputation as *The Intelligent Travel Revolution* by operating beyond the service limitations of traditional travel agencies and airline, hotel, cruise line or car rental reservation centers. Actually, we're somewhere in between the two, specially positioned to meet the needs of today's travel customer.

Compare that to travel agencies where you might walk in and chat face to face, but must rely on the limited resources of a small agency. On the other hand, when you call many reservation centers, you speak with an anonymous operator who can only give no-frills service limited to the offerings of a specific vendor.

Although it may sometimes take additional time, IntelTravel.com's affiliated Travel Consultants research and answer all of your questions. It is simply an investment in time and money that traditional travel agencies can't afford to offer and most reservations centers are not equipped to make. When you contact IntelTravel.com's experts, they search all companies for the lowest possible fare available -- unlike a central reservations number that only offers fares on that particular vendor. To get the information you need without IntelTravel.com's affiliates, how many different numbers would you have to call? With *The Intelligent Travel Revolution*, all that extra effort is a thing of the past.

IntelTravel.com is unique because the comprehensive services we offer are centered on the needs of every individual traveler. We are the travel agency of the future - leveraging technology, talented people, worldwide experience, volume buying power and an investment in research. As a result, we can pass along expert advice, exclusive discounts and high value to our Independent Travel Agents and their customers-- and, of course, lucrative commissions to our Independent Agents.

### ***Service Expectations***

Our online service has virtually eliminated your having to hold during peak hours or high-volume periods because Travel Consultants are tied up helping other Agents and their customers. If you are asked to wait for an e-mail, you'll be contacted promptly.

For the lowest fares on travel, certain requests may require your Travel Consultant to contact travel consolidators that buy at special negotiated rates. By being consolidators themselves or using consolidators, IntelTravel.com's affiliates give you the standard of value and service that you expect. It's worth it, because you can save as much as 50% to 60%, which translates into hundreds or thousands of dollars in savings. (See previous section on "Consolidators & Bulk Tickets.")

IntelTravel.com's affiliated Travel Consultants will handle all types of travel requests for you and your clients, including air, hotel, cruise, car rental, package and tour, etc. However, there is one instance where you are required to call a supplier directly: To obtain Agent Rates. See the next chapter.

## 8. TRAVEL AGENT RATES AND PRIVILEGES

*Most people have that fantasy of catching the train that whistles in the night.*  
-Willie Nelson, American Songwriter (b. 1933)

### **Professional Privileges**

No doubt that the opportunity to travel has always been a primary attraction in the decision to become a travel professional. Who can resist the prospect of discounts on hotel rooms, upgrades to suites, and special VIP attention? Yet, these travel benefits carry with them important professional responsibilities.

**A Privilege:** Any offer from a vendor for discounts or other recognition of your professional status in the travel industry is a privilege that can be denied or made unavailable at the discretion of the provider. Travel Agents accept this condition with appreciation for even the consideration of a benefit.

**To Educate And Sell:** Vendors make industry rates and privileges available in order to make their products and services more accessible to Travel Agents. These offers are meant to further educate Agents in the hope that they can more effectively recommend and sell to their clients.

**Any Agent who makes use of a professional privilege from a vendor, without the sincere intent to learn about and promote the vendor's product and service, is in violation of their agreement with IntelTravel.com.**

### **Credentials & Security**

Whenever you are traveling as a travel professional (with professional rates, or requesting professional courtesies), you are required to show identification to the vendors. When making reservations be sure to confirm the type of identification required at check-in (read the IATAN section below). Vendor policies differ, but be prepared to show an Agent business card, your IntelTravel.com Independent Agent photo-ID Card, (which has the official Agency address and telephone numbers), and, occasionally, a letter of verification on IntelTravel.com agency letterhead. E-mail [customerservice@inteletravel.com](mailto:customerservice@inteletravel.com) to have a verification letter sent to you. Always have your IntelTravel numeric industry codes with you (NOT your PIN – which is only for use within IntelTravel, but the IATA/CLIA or other Agency identifiers provided in your Welcome Email).

### **Appearance & Attitude**

When you are traveling in your role as a professional Independent Travel Agent (requesting any professional privilege or discount from a vendor), you are required to appear and act in a professional manner. You're more likely to be recognized with a vendor's generosity, and you will help to maintain the professional image of your fellow IntelTravel.com Agents. Always remember that you and the hotel clerk or other supplier's representative are both professionals working in the same industry.

### **Dress Suggestions**

*Men* - Suit; sport jacket with slacks and shirt, sweater or turtleneck; dress shirt with tie and slacks.

*Women* - Dress suit; skirt or dress slacks with blouse or sweater.

*Children* (under 16) - Neatly attired.

**Unacceptable Attire:** Jeans, shorts, jogging tops, T-shirts, sweatshirts, tank tops, bare midriffs or bare feet.

There is no need to sacrifice comfort. However, if you prefer to travel dressed in an extremely casual way (in a warm-up suit, for example), then you should not request or expect professional treatment.

### **Other Requirements**

In some instances, a vendor may present certain requests or requirements in order to grant you a discount or other privilege. Maybe there is a maximum number of nights that the discount is available, or you are asked to take a 15-minute tour of the property; perhaps an introduction to the Manager on duty, or some other simple offer. It is your **professional obligation** to accept any such opportunity with gratitude and interest - they are usually fun, short and informative. Remember that the more you learn, the more you will sell and enjoy travel yourself.

**Vendors are encouraged to comment on the performance of IntelTravel.com Independent Travel Agents. For the protection of all IntelTravel.com Agents, reports of unprofessional Agent behavior are thoroughly investigated and may result in forfeiture of privileges and/or Agent termination.**

### **Hotels**

Most hotels offer significant discounts to Travel Agents, when space is available. In general, expect 50% off the rate offered to the public ("rack rate"), unless there's a special offer, called a "Familiarization," "FAM," "educational" or "introductory" rate, for Agents making their first trip to the property. This rate can be as

much as 80% off, but may be limited to a number of nights or subject to "black-out" dates.

**How To Book:** Contact online or call the 800 number for large chain hotels and ask for the number of the specific location you are interested in. (Try not to request Agent rates online from a large chain's main website or from the 800 service. These reservationists are probably not as interested as the local staff in promoting the hotel to Agents.) Just before you make the direct call, place in front of you your InteleTravel.com Independent Travel Agent ID (for the official Agency address and telephone numbers), your Agency numeric industry codes (NOT your PIN – which is only for use within InteleTravel, but the IATA/CLIA or other Agency identifiers provided in your Welcome Email), a pen and paper, and your credit card.

1. (Hotel receptionist answers.)
2. "May I have the reservations department, please?"
3. (Call connected. Reservations representative introduces himself/herself.)
4. "Hello, this is (YOUR NAME). I am a Travel Agent with InteleTravel.com. Could you check availability arriving (DAY OF WEEK), (MONTH & DAY) for (NUMBER) nights, departing (DAY OF WEEK), (MONTH & DAY)? This is for me and my spouse, so I was interested in the Travel Agent rate."
5. (Reservations representative will check and, if the hotel is not sold out or in the middle of a special season, he or she may offer the standard 50% discount.)
6. You may also ask, "Is an introductory or FAM rate available?"

Remember that you are a certified professional Independent Travel Agent, and InteleTravel.com is not a club. **Never use the words "member" or "membership."**

At some point, you will be asked for information about your agency. Use your ID Card for accurate response. If you are asked for the agency's IATAN, ARC, CLIA or IATA number (the terms are used interchangeably), be sure to read it carefully from your Welcome Email. **Do not confuse it with your PIN,** which also appears on your ID Card but is meaningless outside of InteleTravel.com's internal accounting systems.

Once you have confirmed your reservation and provided billing information, ask for a confirmation number and confirm exactly what identification you will need when you check in: A business card, your agency ID Card, a letter of verification on agency letterhead (if a letter of verification is required e-mail customerservice@inteletravel.com). If an "IATAN list" or "IATAN ID Card" is required, see "IATAN" below.

**Check-In and Upgrades:** When you arrive at the hotel, be sensitive to crowded registration counters and overworked clerks. A word of sympathy or a special gesture, like being willing to wait, can go a long way toward creating a friendly, professional image for you and InteleTravel.com. It also may earn you some extra attention, like an upgrade to a superior room or suite. You may request an upgrade and, if available, you will often receive one. Be certain that you have the required identification and your confirmation number (write it on the back of your business card).

**NOs:** Hotels and other vendors have developed many ways to say "no" to Travel Agents without sounding impolite or ungrateful. Whatever the reason for either not offering a special rate, or providing an upgrade, you must accept it graciously and offer thanks for the consideration. Always remember, we are Agents for hotel, cruise line, or other supplier (who is likely to offer some benefit in the future, if we protect our relationship).

### **Car Rentals**

Car rentals for Agents can be booked in much the same way as hotels, though you will more often have to call a central reservations 800 number. Check availability and ask to what class of car the Agent rate applies. Expect 10% to 30% off regular rates (car rental prices and profit margins are much lower than hotels). Some rental companies offer a flat daily rate for Agents. Again, it is a good idea to reserve ahead of time and get a confirmation number. (Travel Agent discounts at hotels and on rental cars may be offered at the last minute, in person, but there is a risk that nothing will be available.) Remember to ask what credentials you'll need. When you pick up your car, you may be offered an upgrade to a premium or luxury class at no extra charge if availability allows. Some agencies may also waive one-way rental drop-off charges (which can amount to hundreds of dollars).

### **Theme Parks, Shows & Tourist Attractions**

Free or discount admission is offered to Travel Agents by many theme parks. Call ahead to check policy and credential requirements, though reservations are not necessary. Discounts range from 10% to 50% or more, and some may be extended to others traveling with you. Otherwise, a smaller courtesy discount may be offered to the members of your party. When you arrive, proceed to the Guest Relations, Group or Administration office or window. Do not stand in public lines. (Please note: Disney properties, due to overwhelming popularity, require you to be IATAN listed; see below.)

Wax museums, stage shows and other tourist attractions have similar policies. Call in advance.

**Airlines**

With the advent of Frequent Flyer Programs, Gold and Platinum levels, and other promotions, upgrades have become an often-requested commodity in the airline industry. With that understanding, you might expect to be upgraded, when there is room, about 20% of the time. Some Agents report much better results. Keep in mind the suggestions for dress and manner - you will probably not be upgraded if you do not follow them.

At the gate check-in counter, offer your tickets, Travel Agent ID Card and business card to the gate agent, say you would appreciate an upgrade if space allows. Be sure to add that if no room is available, you understand and thank them for the consideration. Make your request discreetly if others are around you. Offer to take a seat quietly and wait for them to determine if there is space. Of course, when the answer comes, accept it graciously, no matter what it is.

## How To Travel Like A Professional

FAM trips and Agent rates are privileges that demand conduct of the highest professionalism. But even when traveling at regular rates, remember the partnership that we share with our vendors -- and act accordingly. Here are some helpful suggestions from veteran travel professionals:

**Have a good time, but remember what you're there for.** Agent rates and FAM trips are meant to educate, but think about what you could gain by making the extra effort to learn on any trip. Ask for a property tour or any other special information that may be available for Travel Agents. Of course, if you are invited to meet a manager or attend a pre-planned Agent seminar, your attendance as a professional is not optional.

**Act like a pro.** Make requests in a respectful manner that recognizes you are asking for a favor. If it's possible, you will be accommodated. If it's not, you should be gracious and understanding. Be mindful of the fact that other passengers can overhear and be affected by your behavior...which reflects positively or negatively on IntelTravel.com.

**Know as much as possible about the product ahead of time.** That way, it will make more sense and mean more when you experience it. Plus, you'll be able to get additional information that could be valuable to you or your customers in the future.

**Dress appropriately.** That starts with the flight, and continues throughout the end of the trip until you arrive back home. The reality is, you're more likely to be treated professionally if you're dressed that way. (See "Appearance & Attitude" above.) Separate business from pleasure, and don't be too casual for meetings or seminars. Also, set a good example by following protocol for formal nights and other activities.

**Be a little early for everything.** Punctuality is the mark of a professional, so arrive early for seminars and airport check-in. Know preconditions regarding seating arrangements, upgrades and other accommodations. If your luggage is temporarily lost, follow the advice we give our own clients: Carry essential items in a carry-on bag in case there's a problem. And be patient with the vendor's agents while they locate your bags. In your room, requests or complaints about air conditioning, plumbing, etc., should be directed to the appropriate personnel in a diplomatic way, respecting the partnership between you and the vendor's employees.

**Use good sense with the people you meet.** You can tell people that you're a Travel Agent -- but don't proclaim to other passengers that you're on a discounted FAM trip. Be sociable, but use discretion and act like a professional. **Above all, avoid soliciting travel or recruiting Agents while on your trip, as your fellow passengers are likely to be there thanks to another Agent. Not only is stealing customers bad form, but vendors cannot risk the backlash from other agencies. Such actions can bring about stern repercussions for you and IntelTravel.com.**

**Ask about a vendor's Agent qualifications and room-sharing policy.** Some trips are "for Agents only," so check ahead before sharing your cabin or hotel room with a spouse or companion. Some are reserved for full-time agency employees (not Independent Travel Agents) or have minimum sales requirements. (See "IATAN Listing.") There's no reason to feel awkward if you have the facts you need.

**Engage in the kind of travel experience that your clients will.** Get an education, but think from the standpoint of your family members, friends and associates. What part of the trip should you explore further or find out more about so you'll be ready to close a sale? Take notes and be a part of activities that will develop your skills as an Agent.

**Offer criticism through IntelTravel.com.** If you have suggestions or criticisms about your trip, keep them constructive and e-mail or write them in a letter to IntelTravel.com. We want to know for the sake of other Agents and customers. Our Agent & Customer Service representatives can provide perspective and detailed knowledge about the vendor in question and will advise you of any further action taken by the agency. Don't write directly to the vendor, unless you are writing as a regular customer, and not as an Independent Travel Agent with IntelTravel.com.

**Finally, take the time to say "thank you."** Everyone appreciates gratitude when they've gone out of their way. Rarely will things be 100% to your liking, but it has still been a new travel experience for you. Remember to acknowledge the vendor's generosity through a verbal "thank you" to staff and crew who have served you well. Don't forget to thank maids and stewards with tips. And when you return home, send a thank you note to the appropriate representative on your IntelTravel.com stationery.

With these simple tips, you will do IntelTravel.com proud and promote our image as the most professional agency. At the same time, you'll enrich your experience, have a better time, see more, sell more and gain a better understanding of the world of travel. ■

### ***IATAN (IATA or ARC) Listing***

Though IATA (International Air Transport Association) and IATAN (International Airlines Travel Agent Network) stand for two different affiliated companies, they are often (incorrectly) used interchangeably. IATA is a private association of international airlines. IATAN is a related company that approves U.S. travel agencies for the sale of international airline tickets. ARC (Airlines Reporting Corporation) is the agency that oversees the sale of all airline tickets in the United States.

Whenever you request a professional privilege, such as a discount, you will be asked for the ARC, IATA or CLIA, IATAN number of the travel agency with which you are affiliated. All Independent Travel Agents and in-house personnel at IntelTravel.com can be identified by these numbers, which appear in your Welcome Email you received when you first enrolled.

However, the IATAN (or IATA or ARC) List refers to something completely different. As a travel professional, you can qualify for additional benefits beyond the discounts and other privileges which are extended to you as a beginning Agent. All airlines, railroads and a few high-occupancy hotels reserve Travel Agent discounts for those who have proven their ability to sell travel. (Cruise lines, too, although they make many cruises available to all Agents as FAM trips). As a measure of sales ability, these vendors use the IATAN Card, which is issued to a list of inside Agents or Independent Travel Agents who meet certain qualifications, including: They are at least 18 years of age, work a minimum of 20 hours per week selling travel, and earn a minimum of \$5,000 per year in travel commissions (about \$100,000 to \$120,000 in travel sales). These Agents are placed on the list by their agency and may purchase an ID Card from IATAN for a small fee. To see if you meet these qualifications, contact [customerservice@inteletravel.com](mailto:customerservice@inteletravel.com) (Though no one seems to know it, ARC no longer maintains such a list and references to the "ARC List" really mean the IATAN list.)

For example, Marriott and Hyatt hotels require an Agent to be on the IATAN list before receiving discounted room rates. However, even these overbooked hotels, along with the airlines, cruise lines and railroads, respond to the tremendous sales volume generated by IntelTravel.com's unique Agent network, and many negotiate special Agent discounts exclusively for our Independent Agents, IATAN listed or not. Always be clear with vendors about your status as an Independent Travel Agent for an IATAN endorsed agency and, if applicable, personally working toward IATAN listing.

### ***Cruises & Other Industry FAMs***

When space allows, cruise lines, tour operators and package companies offer open discounts only to those Agents who qualify by meeting IATAN criteria or the equivalent. However, most of these vendors offer 50-80% discounts on selected specific sailings or dates that are available to even beginning Travel Agents. Spouses are usually welcome at the same rate, and seminars may be offered on topics such as "How To Sell and Promote Cruises." Contact travel vendors directly for available FAMs or reference the FAM section of our website for a full range of choices, which changes constantly. Most industry FAMs are offered with advance notice of at least a month or two, but space is filled quickly. On occasion, when space is overbooked, vendors sponsoring these FAMs reserve the right to cancel Travel Agent reservations and refund payments. (Inquire about cancellation insurance for any added arrangements, such as airfare.)

### ***No Combinations***

Of course, Agent discounts or other privileges may not be combined with any other offer to the public, such as discount coupons, advertised specials, senior citizen rates, etc.

## SECTION TWO

### EXPERT ADVICE: ADVANCED SELLING TECHNIQUES

**Gary M. Fee**

*Adapted Exclusively For IntelTravel From The Book,  
The Official Outside Sales Travel Agent Manual*

**Gary M. Fee**

As a columnist, author, educator and leading agency owner, Gary M. Fee is a 20-year veteran of the travel industry.

Mr. Fee is founder of Travel Support Systems, Inc., and Travel Education Systems, a company specializing in Travel and Tourism and Cruise School Curricula for Colleges and Travel Agencies. He has conducted numerous seminars for the travel industry, including ARTA (Association of Retail Travel Agents), GEM (a national consortium), ICTA (Institute of Certified Travel Agents), Cruise Shoppes of America, TravelAge Magazine, Travel Trade Magazine, and Seminars At Sea Programs to train tens of thousands of Agents on topics such as "How To Sell and Promote Cruise and Vacation Products." In addition, Mr. Fee is a National Travel and Tourism curriculum "Evaluator" for the accrediting commission of the Association of Independent Colleges and Schools (AICS).

Mr. Fee currently serves as Chairman of a national organization called Outside Sales Support Network Association (OSSN), consisting of 2,600 Independent Contractors and Outside Sales Travel Agents. OSSN was created to assist Agents in areas of sales training, vendor negotiations, contract agreements, FAMs/Seminars, liability insurance and bonds.

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## 9. INTRODUCTION: TOWARD A NEW TRAVEL INDUSTRY

***All any of us need is a very light suitcase.***

*-Oswald Wynd, Scottish Writer (b. 1913)*

Until recently, the majority of travel agencies did not feel the need to expand their marketing programs. They were riding the crest of a wave of unprecedented growth. This growth was so extensive that from 1960 to 1990, passenger air travel increased by almost 600%. In addition, an important policy change by the airlines was extremely useful in diverting more business to travel agencies. In the early 1960s, the airlines handled most of the sales of tickets to the public. As their costs of ticketing and making reservations climbed to 15% of their operating expenses, the airlines started to promote the travel agencies through their advertising. "Call your Travel Agent" became a familiar slogan. During this "golden period," Travel Agents began to expect an ever-growing clientele. A few years ago, agency incomes received a "shot in the arm" when the airlines began to pay Travel Agents a 10% commission instead of 7% on most ticket sales. As a result of these factors, many Agents became lax in the marketing of their services. "After all," they thought, "we don't really have to go out and sell - our clients will come to us."

Today, to survive and succeed, the airlines and other suppliers, and the travel agencies, must develop strong marketing programs. There is a growing consensus that they must aggressively sell their services to new customers and instill greater loyalty in their established clients. The need to compete effectively in today's deregulated marketplace explains the emergence of the Independent Travel Agent. You and IntelTravel.com represent both a reaction to the government's call for creative alternative distribution methods to revitalize a stagnating travel industry, and an awakening to the wisdom of consumer-focused, one-to-one marketing. Instead of sitting at the office, waiting for a client to call or drop in, you will visit your clients on their own "turf." By bringing the agency's services to the customer, you create new business that otherwise might have been lost.

The rapid changes within the travel industry are posing new demands upon the traditional Travel Agent for which he or she may not be prepared. Most of the training Agents receive is directed toward the knowledge of how to write tickets, how to use a computer and how to book destinations and tours. While information of this sort is obviously essential to their traditional role, it does not, by itself, produce a single client. Today, successful agencies must learn how to sell travel better. In order to ensure their continued growth within the travel business, they must learn the methods involved in generating new clients, while improving the retention rate of present customers. In other words, they must learn to be more like IntelTravel.com.

### ***A New Opportunity***

If you are new to the world of travel, you're about to discover exciting opportunities never before available to you. As you read this handbook you will, no doubt, become enthusiastic about the many ways in which you will benefit from your new part-time or full-time career. But the achieving is left to you. Even as your enthusiasm for a travel career grows, you may find your mind forming old excuses and dredging up outworn alibis to help you rationalize why you will not be successful. Don't let this happen. Discard the old habits that have kept you from achieving your full potential. This is a new day, a new opportunity. Act upon it!

### ***Use These Ideas To Earn Referral Fees, Too!***

Many of the sales techniques and tips for selling travel presented in this manual can also be used to promote IntelTravel.com's recruitment and training program. Remember, you get lucrative referral fees when your friends and other customers become IntelTravel.com Independent Travel Agents. (See your Compensation Schedule in Appendix A of this manual for details.)

### ***IntelTravel.com Does The Work***

Remember as you read this manual, that you have the full support and service of IntelTravel.com, including the Agent & Customer Services representatives who will counsel with you and review your marketing ideas, and our affiliated Travel Consultants and specialists who will supply the expertise in the areas of travel you choose. You will provide the clients, while an IntelTravel.com affiliated Travel Consultant provides the research, advice, forms and technical information you and your customers need.

### ***The Lure Of Travel***

- **Travel fulfills dreams.** For many of us, our most cherished dream is the desire to travel. Television has done much to instill dreams in the hearts of its viewers. "The Love Boat," "Miami Vice," "Lifestyles of the Rich and Famous" and many others have given us a glimpse of exotic locations throughout the world.
- **Travel offers a welcome change.** There is much truth in the cliché, "Variety is the spice of life." As if by magic, travel allows us to alter our surroundings.
- **Travel is an investment in memories.** Our photographs and videos help to evoke the memories of people we have met and places we have visited. Travel is a wonderful way to strengthen family ties and enhance friendships.
- **Travel educates us and widens our horizons.** By knowing more about the world around us, we become more knowledgeable and experienced in our thoughts, observations and discussions with others.
- **Travel gives us a true perspective on the wondrous world we inhabit.** And we come to realize the ties that unite the human spirit across the globe.
- **Travel helps us to become more confident.** As we weather new and unusual circumstances, we become more independent with renewed self-assurance.
- **Travel can rekindle relationships.** Like a current of fresh air, travel can breathe new life into a relationship. A journey away from the tried and routine provides excitement, adventure or romance.
- **Travel helps us to appreciate home.** As much as we enjoy our getaway, travel gives us greater appreciation for what we have.

### ***The Market***

The travel and tourism market is divided into two broad categories: **The commercial market** is made up of customers who travel for business reasons. Sales representatives, executives and convention-goers are examples of customers in the commercial or corporate market. On the other hand, **the leisure market** consists of customers who travel primarily for recreation or pleasure. Vacationers, resort guests, sightseers and adventure hobbyists are, by definition, customers within the leisure travel market.

Travel agencies sell services directly to customers, including businesses and the general public. A typical travel agency has six primary product lines to sell:

#### **Airline Tickets - Hotel and Resort Reservations Car Rental Reservations - Cruises - Package Tours - Amusement**

When a Travel Agent sells a travel product or service, the agency usually receives a commission. For example, when an Agent books a cruise and final payment has been made, the cruise line pays a commission to the booking agency.

### ***Think Leisure***

By far, the principal product offered to the market by travel agencies is the airline ticket. Recently, airlines have diminished or eliminated the commissions they used to pay travel agencies for sales of airline tickets. Since the airlines eliminated commissions for purchases of domestic air tickets, most booking engines are charging service fees of up to \$38.00 per domestic airline ticket purchased online. IntelTravel.com and its Independent Travel Agents are also charged these fees, which we neither set nor control. However, to replace commissions eliminated by the airlines, IntelTravel.com has entered into preferred vendor agreements with the Central Reservations Systems booking engines that provide for IntelTravel.com's Independent Travel Agents to be rebated 30% of all service fees paid. Most Independent Travel Agents sell airline tickets and overlook the more profitable leisure travel products like cruises and group travel. A mixture of both - ticket sales and packages - can lead to significantly greater profits.

### ***Make A Marketing Plan***

We are going to show you many easy and creative ways to sell and market travel. We believe you must decide what specific market you want to focus on. This is an all-important decision for you because it will greatly affect your bottom line: profitability. Consider these questions and steps.

**1.** What are your opportunities and obstacles? Look around you in your community, the people who live there, the lifestyle, the institutions, the economy and your competition. You'll never get rich running a steak house for vegetarians; **marketing begins with the market, not the marketer.**

How is the local economy faring? Who are your competitors? What makes IntelTravel.com and you different from them? What do we do better, and what not so well? Who are your potential clients? What is their income level? Gender? Age? Marital and family status? How well educated are they? Are they experienced travelers? Do they have strong ties or interests in specific parts of the world or certain activities?

For instance, if you have a customer base of professionals over 35 years of age earning at least \$50,000 annually, you may choose to market a luxury cruise appealing to mature adults, rather than a low-cost package to Cancun. It is best to network through people you know, but you can expand your study by going to the library reference section or your Chamber of Commerce. Capture more and more information about your customers. The more specific you can be in describing the profiles of the groups you are trying to reach, the easier it will be to sell to them.

**2.** To what groups or organizations do you or your contacts have connections? Do you have access to directories or membership lists for mailings? Does any location available to you provide opportunities for using displays to attract clients - a club lobby, a school or office bulletin board, a friend's store?

**3.** Once you have made this decision, write down a marketing plan of how you will sell and promote these products. All good marketing plans have timetables and goals to be achieved. Follow your plan, step by step, and establish a realistic timetable for results. Then track your progress against your expectations to determine if you need to make any mid-course corrections.

## 10. HOW TO DEVELOP CLIENTS

***The whole object of travel is not to set foot on foreign land; it is at last to set foot on one's own country as a foreign land.***

*-G.K. Chesterton, British Writer (1874-1936)*

Your customers must be reminded constantly that you are there to help them fulfill their travel dreams. Get the word out to everyone that you can do a better job of taking care of his or her travel needs.

Listed below are some of our best suggestions on how you can develop a number of clients. The most important thing to remember is "Take Action" and "Get Started"!

### ***The Announcement***

You have already been given instructions on how to compose your first lead list. If you don't already have it automated at your office or home, put your list in a personal computer with a software program that allows you to print labels and merge addresses with your letters. (If you're uncomfortable with the cost, or your level of computer skills, consider that it may cost more later by not having a well-managed mailing list to market certain travel products and special promotions) Your mailing list will be your most important asset as your business grows and you want to inform clients and prospects about products and promotions.

The Postal Service can assist you in getting a business reply permit, or you can simply enclose a regular envelope, already stamped, with your announcement. Now you have developed an excellent database for sophisticated, customer-driven, success-oriented marketing!

### ***Referrals***

Referrals are your best source of leads. Whenever you talk with a potential client, ask for a referral. Ask the client, "By the way, Nancy, which of your friends might be interested in this kind of trip?" If Nancy gives you referrals, ask if you may mention her name when calling the people she refers to you.

The most successful Travel Agent will always ask a satisfied returning traveler if they know of someone who would be interested in the same kind of vacation they just experienced. Ask when your client has just come home from vacation and is still on a high. Ask your client if he or she would mind if their referral could call if they have questions about the recommended vacation or cruise. You have now just turned your returning vacationers into "third-party endorsement salespeople" for yourself. What a great way to make a sale!

### ***Party Plan***

Brian Tracy calls this effective method of prospecting "TravelTalks<sup>SM</sup>". While it is certainly not new to other direct sales industries (Mary Kay Cosmetics, for example), it is a new concept in the travel industry. The formula is simple: Invite a few friends over to your home or a home provided by a "host," offer a form of entertainment, demonstrate your products and take bookings.

**SAMPLE REFERRAL LETTER**

<InteleTravel.com Letterhead>

Dear Mrs. Anderson:

Your friends, Mr. and Mrs. John Smith, are planning a cruise holiday aboard the *Royal Odyssey* this spring to the Holy Land, Egypt and the Greek Islands, departing April 7. They thought that you might be interested in joining them, and asked me to forward the enclosed brochure.

This ship is an elegant cruise liner with the finest Mediterranean itinerary – at prices almost \$1,500 less than any other luxury ship.

If you are interested, feel free to call me with any questions that you might have.

Warm regards,

Jill Jones  
Independent Travel Agent

PS: If your vacation plans call for any other type of travel, I would be happy to help you in any way I can.

Enclose your Independent Travel Agent business card with your letter.

## 11. MORE MARKETING IDEAS

### ***Does this boat go to Europe, France?***

*-Marilyn Monroe in Gentlemen Prefer Blondes (Anita Loos, American Writer, 1888-1981)*

#### ***Seminars & Lectures***

A less direct, yet very effective, way to promote yourself and your services is to give special talks on "The Hottest Cruises" or "How To Save Money On Your Next Vacation." Service organizations like the Junior League or Lion's Club are always looking for new speakers and subject matter for their member lunch or dinner functions. Adult Education Travel programs that are taught at the local high school or college may be very interested in your lecture topics. Or contact your local library to see if meeting rooms are available for you to hold your own regular classes. You become an authority in the minds of your listeners, which can lead to a significant source of clients and sales.

#### ***Become A Travel Columnist***

Contact the editor of your local community newspaper or your professional newsletter and volunteer to write a column on travel-related topics. As a suggestion, write an article about the last destination you traveled to and do this every time you return from a "FAM" trip. This is a great way to get free publicity and to establish yourself as a travel personality in your community.

#### ***Display Arrangements***

Establish an agreement to display your cards, brochures, flyers, etc., at hair salons, clubs, restaurants and other retail establishments. Reciprocate with a share of your commission, a finder's fee, or a travel discount to the owner or manager for any sales to his or her patrons.

#### ***Customer Referrals***

The use of referrals in retail businesses can result in surprising increases in sales. Bridal boutiques are eager for your participation in bridal shows that help them sell gowns while you sell honeymoons. Specialty shops featuring vacation apparel can add a fashion show to your Lion's Club presentation or seminar and you both refer customers to each other. Video stores can rent travel videos supplied by you and can become an excellent source for additional business.

#### ***Incentive Programs***

Incentive programs for just about any type of sales-oriented business can pay off in additional vacation sales.

Every sales organization is interested in one thing- increasing sales! One of the most effective ways of accomplishing this is to reward the people who help attain production goals with incentives. Travel has proven to be the most successful form of incentive used by companies involved in sales - such as insurance, business products, automobiles, etc.

The travel incentive market is the most overlooked opportunity by travel agencies and is the most lucrative market. Remember, corporations are not interested in a discount as much as they are interested in how you can help increase their sales by offering travel as an incentive. The following industries are good targets for your incentive products.

#### ***Your Incentive Prospects Include Companies Specializing In...***

- Car dealers and manufacturers
- Pharmaceutical product suppliers
- Financial service companies
- Insurance companies
- Automotive parts companies
- Toiletries and cosmetics
- Computing
- Electronics
- Electrical appliance distributors
- Office equipment and furniture

The average length of an incentive trip is just three days. A business survey found that half the companies surveyed package and organize their own incentive travel programs without the aid of a Travel Agent. Again, this is a wide-open and very lucrative market for the aggressive and smart Agent.

#### ***Singles' Clubs***

One of the most significant increases in cruise travel is in the singles market. More and more single travelers have found cruising not only to be economical but an excellent chance to meet other single people.

***Trade Show Exhibits***

Trade shows have become an important area in which companies introduce their products to the consumer. From home improvements to high tech, there is a trade show for just about everything. This is a fantastic way to put yourself in front of the buying public by participating as an exhibitor at these events. A well-designed booth will attract a crowd. By giving away promotional items such as T-shirts, cruise bags and gift certificates, you can capture an excellent list of potential customers. Also, you can approach other exhibitors for incentive and group business. Note: Beware of costs. Use this method after you have gained significant experience.

***Mailings To Past Passengers***

After someone has purchased travel through you, keep in touch. Call or mail with a cruise or tour idea or a special offer at least 4 times a year.

## APPENDIX A. COMPENSATION SCHEDULE

### NEW: UP TO 80% COMMISSIONS

Thanks to the power of our unique Independent Travel Agent concept, IntelTravel.com pays you up to 80% of some of the highest travel commissions in the industry.

To start, you receive **70% of the base commission received by IntelTravel.com** for all travel purchased online - at IntelTravel.com. That includes your own personal or business travel, plus all the travel you book for friends, family, business associates, employees and other customers. That's 70% of commissions received on all hotels, cruises, car rentals, vacation packages and tours. There are no sales quotas to meet and no minimum hours to work.

### BASE COMMISSIONS

Base commissions received by IntelTravel.com range from **8% - 15%** of the travel purchase. Unlike other agencies, IntelTravel.com does not "cap" your commissions at 10%, rather we share with you the full and highest base commission possible. Transaction fees, segment fees and other fees paid to outside suppliers for your booking, if any, will be deducted from Base Commissions before your commission share is calculated.

SUPPLIER COMMISSION RANGES	
Hotels	8% - 12%
Cruises	10% - 15%
Vacations and Tours	10% - 15%
Car Rentals	10% (AutoEurope 15%)
IntelTravel Protection (Insurance)	20%

### EXAMPLE: HOW TO FIND YOUR 70% COMMISSION

Your Sister purchases a family vacation package for 3 for a total of \$1,800  
IntelTravel's Base Commission from this Supplier (12%) = \$216  
Your Commission (70% of \$216) = \$151

### AIRLINE TICKETS (COMING SOON)

Airlines have virtually eliminated commissions. However, since airline tickets are often an easy sale for new Agents, and a doorway to more profitable business from customers, IntelTravel.com will pay you a flat **\$2.00** commission for each airline ticket purchased online at IntelTravel.com. This does not include air purchased as part of a vacation or cruise package. This kind of vacation and cruise airfare is commissionable as part of the Supplier package, so you'll actually be earning more by booking air-inclusive packages. Please remember that airline ticket sales are not profitable, and your time is better spent on selling cruises, vacation packages, tours and the like.

### TO EARN BIG

Remember, the highest commissions are paid on **Cruises and Vacation Packages/Tours**. IntelTravel.com Travel Protection (travel insurance) pays a base commission of 20%.

### QUALIFY FOR A 10% OVERRIDE ON YOUR REFERRALS

To thank you for helping IntelTravel.com grow, you will also be paid an override of 10% of the travel commissions paid to any Independent Travel Agents directly referred by you from and after June 1, 2006 (Your PIN number must be entered in the referral field upon enrollment). This is powerful residual income, and includes all the travel your referral books for him/herself and the travel he/she sells to others. Overrides do not apply to separately purchased airline tickets. The more Agents you refer, the more you can earn. You qualify for this bonus earning ability upon your **third (3<sup>rd</sup>) Agent referral enrolled starting June 1, 2006 or thereafter**, and it applies to all Agents you refer from and after June 1, 2006, as long as you remain an Independent Travel Agent in good standing with IntelTravel.com. Your 10% residual override does not apply to your Agent referrals who enrolled prior to June 1, 2006.

#### EXAMPLE:

You referred your friend Justin, who became an IntelTravel.com Agent  
Justin sold his friend a cruise for a total purchase of \$2,500 not including taxes

IntelTravel's Commission (14%) = \$350

Justin's Commission (70%) = \$245

Your Override (10% of Justin's share) = \$24.50

**YOU RECEIVE \$24.50 FROM JUSTIN'S WORK!**

And that's **in addition** to the commission earned for any of Justin's future travel sales to himself and others, plus all of your own travel booked online at **IntelTravel.com**

### SET YOUR GOAL FOR 80%

As an added incentive to grow your business and attain industry professional standards, when you meet the requirements set forth by IATAN(International Airlines Travel Agent Network), IntelTravel.com will endorse you for a personal IATAN card/listing (qualifying you for a higher level of industry benefits) and pay you **80%** of the base commissions we receive thereafter and as long as you maintain your qualification. That's an additional 10% of all base commissions earned. Current IATAN requirements: \$5,000 in travel commission earnings per year, among others. For more information on IATAN, go to [www.IATAN.org](http://www.IATAN.org)

#### EXAMPLE: 80% COMMISSION FOR IATAN LISTED AGENTS

Your Sister purchases a family vacation package for 3 for a total of \$1,800

IntelTravel's Base Commission from this Supplier (12%) = \$216

Your Commission (80% of \$216) = \$173

### MUST BOOK AT INTELETRAVEL.COM

The products selected and the method used to book can affect commissions paid by the Supplier. For vacation packages, tours and cruises, Suppliers may offer different commission rates for secondary components of the trip (for example: airfare, shore excursions, trip protection, etc.). Any stated commission ranges are for final bookings made online through IntelTravel.com's booking engines.

Under certain circumstances, and with prior approval, IntelTravel.com may allow bookings by telephone or other non-automated method. However, these methods may result in lower commissions from the Supplier. So, except under certain conditions, travel booked directly with suppliers, or through websites other than IntelTravel.com, cannot be tracked and will not earn commissions.

### WHEN ARE COMMISSIONS EARNED?

Commissions are earned when IntelTravel.com receives payment from the Supplier, typically **30-60 days after travel has been completed**. Please do not request commissions upon purchase and payment, prior to travel, immediately after travel is complete, or anytime prior to 60 days after travel is complete. Until then,

your commission report will show pending travel sales with Total Charges, but no commission amounts calculated.

**WHEN ARE COMMISSIONS PAID?**

Commissions are paid **within 10 business days following the close of the month in which commissions are paid to IntelTravel.com by the Supplier**. A minimum of **\$5.00** per month is required for checks to be issued. Monthly commissions of less than \$5.00 will be accrued and paid within 10 business days following the close of the month in which the balance in your account meets the minimum.

**NON-COMMISSIONABLE ITEMS**

Taxes, fees and certain other charges are not commissionable. Suppliers do not usually pay commissions on reduced rates for Travel Agents or FAM trips.

Effective 6.1.06 All above subject to the complete terms and conditions of your Independent Contractor Agreement

**COMMISSION REPORTS**

To easily check your current travel bookings, commissions due and commission payment history, log onto [www.inteletravel.com](http://www.inteletravel.com) with your Agent PIN & Password, click on **Commissions**, and then **Commission Reports**.

**AGENT REFERRAL AND OTHER FEES**

Please see [www.inteletravel.com](http://www.inteletravel.com) for current information about compensation being paid as fees for referring new IntelTravel.com Independent Travel Agents and for any other Compensation Schedule information.

**CHANGES OR UPDATES REGARDING COMPENSATION**

Depending upon market and other factors, this Compensation Schedule is subject to change from time to time at the sole discretion of IntelTravel.com. Therefore, please review it and our Web site home page on a regular basis to be and remain informed about any changes or updates regarding compensation.