

5 Travel agencies

Take off

- 1 Which travel agency sells more holidays?
- 2 What sort of message do you think each window gives to people in the street?
- 3 What kind of holidays do these two travel agencies sell? Who do you think their clients are?



Listening

All in a day's work

- 1 Look at the typical travel agency products and services. Which of them are free, and which of them does the travel agent make money from?
 - 1 Advice on visa and passport applications
 - 2 Airline tickets
 - 3 Brochures for tour operators
 - 4 Coach tours and trips
 - 5 Foreign currency and traveller's cheques
 - 6 Hotel bookings
 - 7 Package holidays
 - 8 Train tickets
 - 9 Transport information
 - 10 Travel insurance
- 2 Listen to these customers. Which product or service do they want?



Speaker Product / Service

1	
2	
3	
4	
5	

In this unit

- services and products offered by travel agencies
- the stages of the sales process
- dealing with new customers
- suggestions and advice

Reading**The sales process**

Read the article.

- 1 In which stage does a sales consultant do most of the talking?
- 2 In which stage does a sales consultant have to listen most carefully?
- 3 Can you think of any other ways of raising customer awareness?
- 4 If customers are looking at brochures, why should you leave them alone?
- 5 Features, advantages, or benefits – which is the hardest for a sales consultant to explain to a customer?
- 6 The last two stages are not described in the article. What do you think happens in each stage?

Six steps to successful selling



Your job as a travel agency sales consultant is to help your customers to choose their next holiday. This is a skilled job, and in order to do it well, you need to follow an established routine called the sales process.

Stage 1

To begin any sales process, it is important to raise your customer's awareness of the products your agency offers. Adverts in the agency window, for example, attract people's attention, and may bring them into the shop.

Stage 2

This is possibly the most important stage in sales. Many people are nervous about buying because they think that sales consultants only want to get their money. From the very first moment with a new client, you need to convince

them that you are really interested in helping them find the right holiday.

Of course, sometimes people go into a travel agency just to browse through the brochures. In this case, do not stand next to them and ask questions. Let them know you are there, but leave them alone. Give them time.

**Stage 3**

When a customer asks for help or information, we move on to the next stage – investigating the customer's needs. This is also an important part of the sales process; it is only when you have a clear idea about where a client wants to go, when they want to travel, who with, and so on, that you can select the best products for them.

Stage 4

When you have selected the most suitable products, you need to present them in terms of:

Features – these are what a holiday has, such as the hotel facilities, transfers from the airport, excursions, etc.

Advantages – these are what make the holiday better than other similar holidays. The fact that the price of a holiday includes all the excursions, or all your bar costs, for example, would be an advantage.

Benefits – why a particular feature is good for the customer you are talking to at that moment.

At this point in the process many customers will want time to think. The best thing to do is to get their contact details and invite them to take the brochures home and browse through them. If you have done a good job of presenting the product, they will probably be back a few days later.

Stage 5

When the customer returns to your agency ...