

How to Make Your Clients Crave the Travel That You Sell



Be a professional

- Conduct yourself as a CEO
- Have a CRM and use it
- Anticipate being on a different time zone than your clients
- Invest in your company
- Don't undercut yourself
- Know your resources and how to leverage them



Comprehensively serve your client

- Demonstrate a genuine interest in your clients
- Be the arbiter of information
- Provide comprehensive travel services
- Let suppliers know who is coming



Understand and fully implement their travel intentions

- Have a firm grasp on the travel ecosphere
- Identify the purposes of travel
- Determine what is most important to your client and quadruple down on it



Consistently and comprehensively communicate

- Always communicate with a goal in mind
- Ensure all information was received as intended
- Follow up in writing every time

