

T.A.S.S.L.E.
 Travel Agent School Supporting
 Learning and Education

How to Become a SUCCESSFUL Travel Agent Program.™

Module 2
 Finding My Niche, Finding My Clients


Welcome Back!

Keep Moving Forward...




Module 2

- Finding My Niche
 - Why a Niche?
 - Where to Start
 - Making it Happen
- Where are my clients?
 - Under a Rock? /Everywhere?
 - Finding Target Market
 - How to Get Out There



Picture by Yohannes



Finding My Niche: Why Specialize?



How I met my travel agent...
Have you ever done a web search for Orlando hotels?
5 millions results

- You can't be all things to every person
- World Traveler?
- You vs. an OTA...
- Knowledge
- Expert
- Agent vs. Consultant

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PASSION

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Finding My Niche: Where to start?



Picture by Yohannes

- What...
 - Passion
 - Hobby
 - Interest
- Where...
 - Personally traveled
 - Want to travel to
- Remember...
 - Wouldn't you mind traveling to over and over again.
 - Can you sell for a long time and not get bored with it

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Places



Places



Places: Resources


- Actual Travel
- Internet
- Social Media
- Travel Review Sites
- Travel Books
- Travel and Tourism Boards
- Resort/Hotel Concierge
- Travel Agent University
- The Travel Institute



Hobbies & Interests

Hobbies and Interests: Decision Making

- Hobbies and Interests
- Knitting
- Reading
- Bird Watching
- Wine Tasting
- Running
- Biking
- History
- Art



Target Market

Target Market: Large Masses of People

- Where are these people?
 - Organizations
 - Frequently visited place
 - Stores
 - Museums
 - Readers
 - Magazines
 - Books
 - Internet Searches
 - Bloggers
 - Social Media
 - Demographic Websites



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Target Market: Large Masses of People

- Make Phone Call
 - Pied piper
 - Organization leader
 - Museum curator/coordinator
 - Store owner
 - Friends and Family



Be Prepared!

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Target Market: Large Masses of People

- Make Phone Call, what to include and what to say
 - Clearly state your name and your company
 - Tell them something about them that interests you and you appreciate, Compliments put people at ease
 - Ease into how you want to pair, join, co-op, joint venture with them
 - If there is a cost involved, i.e. joint venture, next set-up an in person meeting
 - If there is no cost involved, tell them the next step you would like to do with them including meeting in person
 - End the call by thanking them for their time and listening to you

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Target Market: Large Masses of People

- Send an Email
 - Internet Bloggers
 - Social Media groups
 - Social Media contacts
 - Magazines/Newspapers
 - Friends and Family



Stand out!

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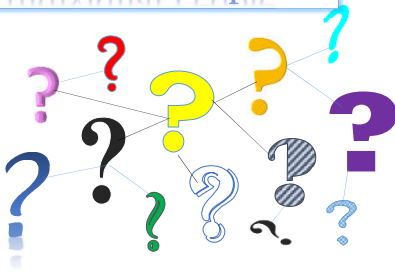
Target Market: Large Masses of People

- Email, what to include and what to say
 - Catchy subject line
 - No boring greetings
 - Tell them something about them that interests you and you appreciate, give a brief compliment
 - Clearly state your name and your company
 - Briefly talk about what you would like to do with them
 - Tell them you would like to speak with them over the phone or in person and suggest a specific day and time.

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Target Market: Individual People

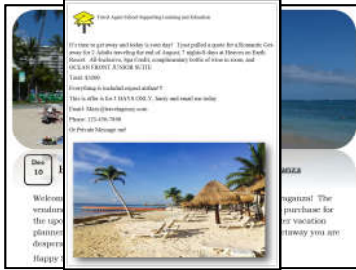
- Family and Friends
 - Call
 - Email
- Join a Networking Group or two
 - Local – Networking groups, Chamber of Commerce, Women's or Men's
- Social Media
- Meet ups
 - Great for Group Travel
- Stores
 - Posters
 - Brochures



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Target Market: Individual People

- Give-A-Ways
 - Local School Fundraisers
 - Local Charity Fundraisers
 - Online
 - Events
 - Fundraisers
- Vendor Swap
 - In House
 - Online
- Social Media
 - Post specials and hypotheticals
- All Around YOU so LISTEN!



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List Building

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People: How do I grow my list?

- Expos, vendor shows, exhibits, etc
 - Fits Target Market
 - Vendor vs. Craft Show
- Know your numbers
 - Number of attendees
 - Overall Costs
 - ROI
- Give-a-ways
 - Specific to the event
 - Monetary Value
 - Professional cards to fill out



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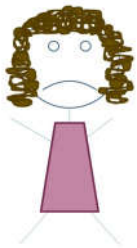
People: How do I attract people?

- Come in Please
 - Dress Appropriately
 - Eye catching signs
 - Poster
 - Yard Signs
 - Banners
- Listen
 - Good and Bad Travel
 - Supplier Information
 - Great Feedback

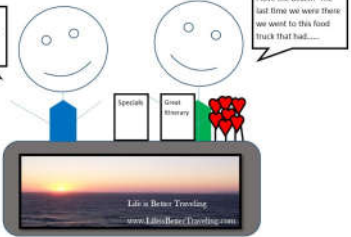


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People: How do I repel people?



What did you do this weekend? We went to the beach and had an amazing....



I love the beach! The last time we were there we went to this food truck that had....

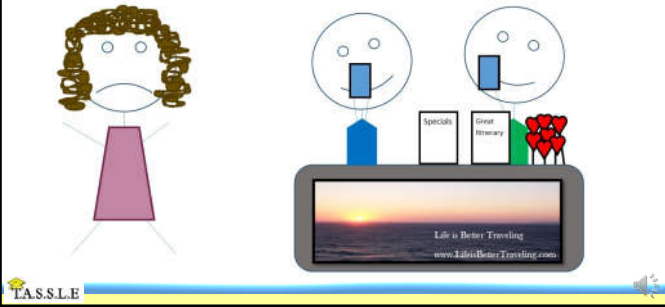
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People: How do I repel people?



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People: How do I repel people?



People: How do I repel people?



People: How do I grow my list?

- Showcase Night
- Cruise Night
- Family Vacations Night or Brunch
- Italian Cuisine Night
- Fish and Chips Night
- Salmon Bake
- Tulip Bulb Give A Way to a Garden Club
- Caribbean Beach Night
- Hawaiian Shirt Night



People: How do I grow my list?

- Figure out the Goal
- Contact Supplier/BDM
- Budget
 - Marketing
 - Advertising
 - Venue
 - Food/Drink or Catered
 - AV equipment
- Advertising
 - Posters/Banners/Flyers
 - Direct Mailers
 - Social Media



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People: How do I grow my list?

- Showcase Night
 - Visuals
 - AV Equipment
 - Posters, banners, pop-ups
 - Brochures/Handouts
 - A lot of business cards
 - Forms
 - New Client
 - Booking/Deposit
 - Credit Authorization
 - Games/Prizes
 - Giveaways

<p>How do I know if I have a group?</p> <p>The most popular candidate group to the first customer people marketing program. This could be a local or regional group of friends who want to experience the same service. The first marketing for this group will be to have the first customer who will be the marketing, with one and one-half hour to one group.</p> <p>We also promote our group by holding special events, giving out business cards, and one business card per customer to one business card per customer to one business card per customer to one business card per customer.</p> <p>Business in the group and not have with other people, for the most of some program services will be marketing and selling services to the business - like one business card.</p> 	<p>We encourage Life is Better Traveling to engage who will have more. They encourage people and not their personal needs and our group that can assist!</p> <p>Presenting by Customer</p>  <p>Benefits of Using Us:</p> <ul style="list-style-type: none"> • These content will cover group one business - the national network. • Creation of a Business Listing page for our group (national) • Group business card and other services, help you design, and will be responsible for cost. • The show to sell - This is the biggest benefit - all the planning is done for you and you get all the credit. 	<p>Our Groups Include:</p> <ul style="list-style-type: none"> • Multi governmental bodies • Local Groups that consist of local members, like marketing groups, golfers, Book or reading, bridge clubs, book and reading group. • Business like clubs, Pilates, or spiritual groups. • Family Business • City groups such as residents • Business services, seminars, networking.  <p>Business Listing Center We have an excellent one of our group that will get the group together and get marketing. We recruit our Group Leaders, and we have.</p>
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People: What are good Giveaways?

- Giveaways
 - Make sure it has your logo
 - Make sure it is travel related or related to your travel company
 - Make sure it doesn't break the bank
 - Make sure you can order enough
 - Make sure that delivery date is before event



THINK OUTSIDE THE BOX

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Event Etiquette: How should I behave?

- Don't
 - Bad mouth competition
 - Look bothered
 - Stare
 - Act
 - Get
 - Put
- Do
 - Talk about your services and what you provide
 - Give them a brochure or flyer with your contact information.

Remember: You are representing yourself as a business, so you want the whole package to look AMAZING!

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People: Always, Always, Always

Have Fun,
Smile, and
Laugh!



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Still pondering if the travel industry is for you?



Keep Moving Forward...

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