

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

How to Become a SUCCESSFUL Travel Agent Program.™

Module 3
 Building a Relationship


Welcome Back!

Keep Moving Forward...




Module 3

- Staying In Touch
 - Telephone
 - Direct Mail
 - Email Marketing
- Client Lists
 - What they are
 - Where they belong
 - How to Manage



Picture by Yehannes




Staying in Touch

L.A.S.S.L.E

Staying In Touch: Calling

- Make a skit up that you can read if need be
- Make sure that you have done your research before calling
- Be friendly at all cost
 - Never your fault for someone else's behavior
- No may just mean, Not Right Now
- Keep Moving Forward



L.A.S.S.L.E

Staying in Touch: Direct Mailings


- Personalized "Thank you for visiting our booth"
- Supplier mailers
- Agency mailers
- Mailing Systems
- Promised Materials
 - Brochures
 - Flyers



L.A.S.S.L.E

Staying in Touch: Email Marketing

- Email Marketing
 - Fast
 - Cheap
 - Convenient
 - Easy
 - Reach many people
 - *Think Outside the Box*



T.A.S.S.L.E


Staying in Touch: Email Marketing

- Email Marketing Systems
 - VerticalResponse
- Cost
 - Right for you at that time
 - Don't get more than you need



T.A.S.S.L.E

Staying in Touch: Email Marketing



Thank you for traveling by!

Make the commitment!
Weekly, Bi-Monthly, Monthly

T.A.S.S.L.E

Staying in Touch: Email Marketing

- What do I call it?
 - Newsletter
 - E-Newsletter
 - Eletter
 - Electronic Magazine
 - E-Magazine
 - Ezine

BE CREATIVE



I.A.S.S.L.E

Clients

I.A.S.S.L.E

Client Lists : Categories



Lead or Potential Client

I.A.S.S.L.E

Client Lists: Lead/Potential Client

Received their information	No Communication with you	Still keep them engaged
----------------------------	---------------------------	-------------------------

L.A.S.S.L.E

Client Lists: Lead Engagement

Phone calls	Direct Mailings	Email Marketing
-------------	-----------------	-----------------

L.A.S.S.L.E

Client Lists: Categories

Lead or Potential Client	Current Client	
--------------------------	----------------	--

L.A.S.S.L.E

Client Lists: Current Clients

Someone who has inquired about a trip

Someone who has paid a service fee

Someone who has paid a deposit

T.A.S.S.L.E

Client Lists: Current Clients Engagement

Email Marketing

Direct Mailings

- Birthday cards
- Anniversary Cards
- Current promotion for a specific destination

T.A.S.S.L.E


Happy Birthday!

Wishing you another great year of travel.

From all of us at
Life is Better Traveling

T.A.S.S.L.E

Congratulations!
You are turning 60!



We know it is a little early for this card but a birthday of this stature deserves a **BIG Celebration** and why not celebrate your milestone with a **CELEBRATION?**

Call Life is Better Traveling to make sure this Celebration is the **BEST** Celebration!
123-456-7890

Life is Better Traveling, LLC
PO Box 39830
Pittsburgh, PA 15254

© 2016 Life is Better Traveling, LLC
All Rights Reserved

Life is Better Traveling, we help create celebrating milestones birthdays create unforgettable travel experiences so they effortlessly celebrate with their favorite loved ones, have a relaxing time, and create memories to last a lifetime.

Start planning today by calling us at 123-456-7890
Ask for Mary to make sure your Celebration is Perfect!

www.LifeIsBetterTraveling.com
Life is Better Traveling is an LLC

L.A.S.S.L.E

Client Lists: Current Clients Engagement

Email Marketing

Direct Mailings

- Birthday cards
- Anniversary Cards
- Current promotion for a specific destination

Social Media

FOLLOW UP


L.A.S.S.L.E

Client Lists: Categories

Lead or Potential Client

Current Client



Past Client



L.A.S.S.L.E

Client Lists: Past Clients Back To Current Clients

Email Marketing Phone Call Direct mailings



Starting to feel confident that the travel industry is for you?



Keep Moving Forward...



All Photos and Drawings in this presentation are owned by Mary Yohansen