Travel Agencies: The Sales Process

Six steps to successful selling

TOP SALES TIPS

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 …

1. In which stage does a sales consultant do most of the talking?

Stage 1: raising awareness Stage 4: presenting products
Stage 2: establishing rapport Stage 5: closing the sale
Stage 3: investigating needs Stage 6: after-sales

2. In which stage does a sales consultant have to listen most carefully?

Stage 1 Stage 2 Stage 3 Stage 4 Stage 5 Stage 6

3. What is the most important stage in sales?

Stage 1 Stage 2 Stage 3 Stage 4 Stage 5 Stage 6

4. In which stage does a customer return to the agency to book their holiday?

Stage 1 Stage 2 Stage 3 Stage 4 Stage 5 Stage 6

5. In which stage are customers involved when they have returned from their holiday?

Stage 1 Stage 2 Stage 3 Stage 4 Stage 5 Stage 6

6. If customers are looking at brochures, why should you leave them alone?

A. They have sufficient information B. They've already made up their minds
C. They do not want to be forced to buy

4. Which is the hardest for a sales consultant to explain to a customer?

A. Features B. Advantages C. Benefits

LIVEWORKSHEETS