

## Final & Last Impressions

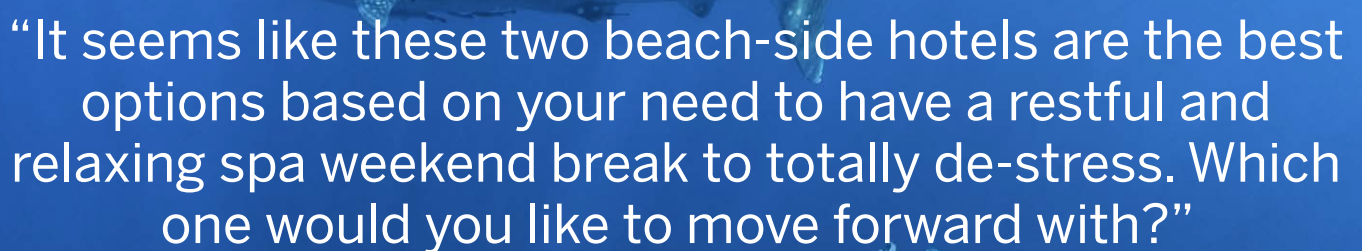
### The Assumptive Close

When you are asking for the business at the end of the call, make sure you confidently convey your ability, belief and desire to help the Card Member.

Using an “Assumptive Close” works well for us here at TLS.

It communicates your assumption and belief that the Card Member is going to buy from you (why wouldn't they?!) and that you are confident that the travel experience you are presenting meets their true needs.

Here's how it works:

An underwater photograph showing a large shark swimming towards the camera, with a diver visible in the background. The scene is set in clear blue water.

“It seems like these two beach-side hotels are the best options based on your need to have a restful and relaxing spa weekend break to totally de-stress. Which one would you like to move forward with?”

Three things can happen at this point:

1. They choose an option and say they want to proceed with booking.
2. They choose an option but delay making the decision, you've at least learned what they are most interested in, and you can ask some additional questions to find out what needs to happen to get them to book.
3. If they refuse to choose an option altogether, they are probably not convinced in the value of what you're presenting or it's not meeting their true need.
4. Room upgrade option.
5. Spa access is complementary.

You need to refocus, maintain a positive mind-set, ask more open-ended questions and ensure you listen actively as you may have missed something earlier in your interaction with the Card Member.

Remember, every interaction with a Card Member is a learning experience. Ask yourself these 3 questions after each call:

What went well, what did I learn, what will I do differently next time.