

Presenting a winning Experience

A benefit is something that adds real value to the Card Member.

Card Members want to know specifically why the travel experience we are presenting to them is of real value to them personally.

They don't want a list of generic features e.g.:

- 24-hour room service
- Two swimming pools
- Limo transfer service
- Room upgrade option
- Spa access is complementary



As they can get that information themselves from the website.

When you ask open-ended questions and listen actively, you will understand the Card Member's true needs and be able to present a personal and individualized travel experience to them.

The feature is linked to the personal benefit with the words **“which means that”**.

Here's an example of how this works:

The Card Member tells you they want a relaxing weekend break to de-stress and are interested in having spa sessions.

Benefit presented to the Card Member:

“Because you're booking with TLS and this is an FHR property, you'll get a \$100 credit to be used at the spa which means you can de-stress and relax during your weekend getaway.”

Using the Card Members language makes your presentation even stronger!