**The Ten Daily Habits for Repeat and Referral Success**

1. Deliver the service you would expect yourself, be available and be quick, always go the extra mile, say more than just thank you, being short can be perceived as being uninterested.
2. Ask for the service feedback after payment is received and the booking is made ‘Thank you for your booking in order that I can continually improve my service I would appreciate any feedback that you may have’
3. If the traveller confirms that they were happy with your service ask for referrals stating: ‘I am very pleased that you were happy with everything that I did for you. I am sure that you will be discussing your trip with friends and family and would be very grateful if you would pass on my contact details to anybody that you inspire to follow in your footsteps and visit our beautiful continent’
4. Bridge the travel gap and stay visible before and after travel. Upon confirmation set tasks in SF to:-

* Stay visible especially for advance bookings and diarise contact at least every 3 to 4 months
* Country info sheets to be sent 8 weeks prior to travel (these are saved in SF)
* 1 year after travel reminders
* Bon voyage phone call 2 days before travel (if no response send e-mail)
* Farewell, fly well phone call / email / fax to the final property the day before return

1. Add your best clients details into your own personal database for self marketing purposes
2. Google, Fodors, Trip Advisor – regulary check what is being said anout you on these forums and encourage your travellers to visit these paegs and write comments about your service. After booking and on return from travel
3. Have links on your signature to your profile on the web and include links to recent comments about you in your signature and update this regularly
4. Listen to your travellers feedback and do not ignore criticism big or small
5. All travellers who give positive feedback about your service and travels should be asked to post feedback on forums
6. Send thank you mails to those travellers who refer friends to you