

PARTNER TRAINING MODULE

Training is one of the finest ways to expand your knowledge base, the time you spend in training yourselves is an investment in the future of your business. Product and process training is critical to the future success in handling your customers. It can make you productive, efficient, and adaptable and improve skills in several areas including communication, critical thinking, and problem solving.

training.



GOGAGA HOLIDAYS PARTNER TRAINING MODULE

PREPARED FOR

Partner Internal Training
Gogaga Holidays Private limited

PREPARED BY

Partner Training Department
Gogaga Holidays Private limited

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1. Gogaga Holidays

“Gogaga” stands for “Go Crazy” a phrase which means “To receive positively or react to with enthusiasm, especially to an excessive degree.” Gogaga Holidays is a Private Limited Company incorporated on 04-12-2015. The Company is registered at RoC-Hyderabad, in the State of Telangana.

2. Core Team

We are a team of travel & hospitality veterans who have started the company Gogaga Holidays Pvt Ltd, with a primary objective to provide quality travel services to business and leisure travelers on non urban & rural markets. We continued to grow and branched out of its interests to rise as one of the exponents in the travel industry. Supported by our strong financial management, excellent customer satisfaction, and constant improvement, Gogaga Holidays has expanded to cover various facets of the industry. Our experience led to perfection in both our outbound and inbound travel.

Bharath R Papili – Founder & Director

Sales professional with 16+ years of experience in business development in the fields of finance, travel & hospitality. Mr. Bharath, a commerce graduate has worked with Organizations such as Bajaj, Tata, Panoramic Holidays, Sterling Holidays in senior management. At Gogaga Holidays Mr. Bharath handles Business Operations, Strategic Business Development, and Distribution strategies

Deepak R Papili-Co Founder & Managing Director

Corporate professional with 15+ years of experience in marketing, service & operations in the fields of finance & banking. Mr. Deepak, a Masters in Business Management is a visionary and a true intellectual. He has been associated with Tata's for more than a decade in business operations. At Gogaga Holidays Mr. Deepak handles Operations, Human Resources, Strategic Alliance, Membership Programs, and Information Technology.

Sureddy Venkat Reddy- Director

Mr. Venkat is a startup Venture Capitalist with decades of experience in finance & foreign investment banking. Mr. Venkat, is a qualified Engineering Graduate with Masters in Business Administration. He has invested in more than 40 startups in India as an Angel Investor. At Gogaga Holidays Mr. Venkat handles finance, corporate mergers, business expansions and fund analysis.

Nagaraj Cheekuri- Director-Sales & BD

Mr. Nagaraj is a Masters in Microbiology and Mass Communication, with decade of experience in sales, media, retail, training, and distribution developments is his forte. Mr.Nagaraj has worked with Tata group, Times of India, At Gogaga Holidays Mr. Nagaraj handles Sales and Business Development, Strategic Partner Recruitment.

Anil Kumar Ambarapu- Director-Operations

Mr. Anil kumar, a master in commerce graduate is a vigilant professional with ample experience in business operations with 15+ years of experience in finance & accounting. At Gogaga Holidays Mr. Anil Kumar handles Accounts, Statutory, Accreditations, Travel Package Bookings, Administration, and Travel Services Contracting.

Shreyas Paul- Chief Strategy Officer (CSO)

Mr. Shreyas Paul is a Masters in Business Management. His journey of 25 years in Sales, training, and distribution developments is an ace up our sleeve. Mr.Shreyas has worked with organizations such as Sterling Holidays, Bajaj, Reliance, and Panoramic Holidays. At Gogaga Holidays Mr. Shreyas Paul handles partner on-boarding, training, partner Relations, and customer Support.

3. Travel Market Analysis

Travel Market is analyzed and defined into three segments of operations in India.

Online Travel | Holiday Companies | Timeshare Companies

Online Travel

Online Travel is a mode of online travel booking Service. Flight Tickets, Hotel Accommodation, Transportation and Vacation Packages are the preferred services under this model, The online travel portals are primarily focused on online hotel and flight bookings services for customers on B2C (Business to Customer) online platforms. They even sell holiday packages, but as a secondary product to their customers.

The renowned online travel portals are Makemytrip, Goibibo, Agoda, Cleartrip etc.

Holiday Companies

Holiday companies are those which work in contrast with online travel portals. These companies provide end to end Holiday services to their customers varying from Holiday Packages, Fixed Departures, Visa Services, and Travel Insurance. The primary focus of these companies is to sell holiday packages, and as a secondary product they serve with flight bookings, hotels and tourist cabs to their customers.

The renowned Holiday Companies are Thomas Cook India, SOTC, Cox and Kings etc.

Timeshare Companies

A timeshare is a property – typically a hotel or a luxury resort – in which multiple parties hold rights to use the property, and each member is allotted a period of time (about one week, almost the same time every year in a fixed package and one week of their choice in floater package). The timeshare companies collect a membership fee from their customers, in turn provide about one week stay in their owned or contacted hotels. The member can utilize this service for a period of 25 years. In other words these companies are selling a hotel accommodation to their members for a longer duration and do not charge any cost for accommodation but impose only annual membership maintenance fee.

The common timeshare companies are Sterling Holidays, Club Mahindra, Magic Holidays etc.

4. Market Mapping

In the Inception of the Company, we have deeply researched the potential areas of the market, and could understand that there is a huge scope for travel business in the rural areas which is ignored by the major market players. Majority of the reputed travel companies exist in the urban markets of India ignoring the wide market scope from the rural areas. Our Market research strongly emphasized that we shall have our footprints in 3500 potential Talukas and mandals on India. We have designed a distribution model to penetrate deeper into the Rural markets making our brand present in nooks and corners of the Country.

With our Partner program we have penetrated into the states of Andhra pradesh, Telangana, Karnataka, Maharashtra, Tamilnadu and Gujarat, with 150 Partners spread across the above states.

5. Products

We as an absolute Holiday company provide all kinds of Holiday services. Our holiday services are International Holidays, Domestic Holidays, Cruise Holidays, Pilgrims, Honeymoons, Adventures, Fixed Departures, Budget Holidays, Luxury Packages, Multi Destinations. Though we provide Flight Tickets, hotel bookings, Visa Services, travel insurance and Forex, all the services are provided as a part of the package but not individually, unless the group size is big.

6. Components of Travel Package

The key components of a Domestic Holiday will be

1. Flights/Train/Bus
2. Hotels
3. Cab/Taxi for transport
4. Optional inclusions like Guide, Cruise, Honeymoon inclusions, Entrance Tickets, Travel Insurance

The key components of a International Holiday will be

5. Flights
6. Land Package
7. VISA
8. Optional inclusions like Guide, Cruise, Honeymoon inclusions, Entrance Tickets and Travel Insurance

Trip Duration

Lets say, a customer is planning a trip from 15th of a particular month to 19th of the same month. In the above scenario, the customer is staying from 15th to 19th, which means the trip duration is 4 Nights and 5 Days. Every package should always be counted in a number of nights staying at a hotel.



Trip Dates

Let's assume a customer requested trip dates as 3rd to 7th of a particular month, it is always important to ask the customer whether he is flexible with the travel dates, Since the flight and hotel price are dynamic and may change based on the peak seasons, the flexibility of change in dates would result in lesser package cost.

Chennai(MAA) - Delhi(DEL) April 2021						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				Apr 1	Apr 2	Apr 3
				Rs. 3,443.14 Indigo	Rs. 4,079.06 Spicejet	Rs. 4,154.79 Spicejet
Apr 4	Apr 5	Apr 6	Apr 7	Apr 8	Apr 9	Apr 10
Rs. 3,443.14 Indigo	Rs. 3,443.14 Indigo	Rs. 4,156.15 Spicejet	Rs. 4,156.15 Spicejet	Rs. 4,079.06 Spicejet	Rs. 4,154.79 Spicejet	Rs. 4,120.29 Spicejet
Apr 11	Apr 12	Apr 13	Apr 14	Apr 15	Apr 16	Apr 17
Rs. 4,079.06 Spicejet	Rs. 4,079.06 Spicejet	Rs. 4,079.06 Spicejet	Rs. 3,443.14 Spicejet	Rs. 4,148.68 Spicejet	Rs. 4,910.75 Indigo	Rs. 4,154.79 Spicejet
Apr 18	Apr 19	Apr 20	Apr 21	Apr 22	Apr 23	Apr 24
Rs. 4,079.06 Spicejet	Rs. 4,154.79 Spicejet	Rs. 3,443.14 Spicejet	Rs. 3,443.14 Spicejet	Rs. 4,154.79 Spicejet	Rs. 4,120.29 Spicejet	Rs. 4,108.35 Spicejet
Apr 25	Apr 26	Apr 27	Apr 28	Apr 29	Apr 30	
Rs. 4,148.68 Spicejet	Rs. 4,120.30 Spicejet	Rs. 4,108.35 Spicejet	Rs. 4,154.79 Spicejet	Rs. 4,154.79 Spicejet	Rs. 4,092.79 Spicejet	

The above picture clearly indicates the flight cost from 3rd to 7th is INR 4,154, if the customer is flexible to travel we can suggest him from 1st to 5th where the flight fares are INR 3,443. Similarly the hotel prices also vary based on the peak dates so choosing the right travel dates is an important aspect in controlling the package cost.

Passengers Information

Passengers are called Pax in the travel terminology. It is important to remember the age brackets of the passengers

Adult- +12 Years

Child- 2 years to 12 years

Infant- 0 years to 2 years

Let's consider a customer who wants 4 pax to travel for the trip. Out of 4 pax, there are 2 adults + 1 Child + 1 Infant.

If you observe that the child age is 12 years, It is very important to confirm the child ages (as per Aadhar Card or Valid Passport) with the customer, since the age of the child should not exceed 12 years by the time the child is travelling or returning.

If you observe that the infant age is 2 years, It is very important to confirm the Infant age (as per Aadhar Card or Valid Passport) with the customer, since the age of the infant should not exceed 2 years by the time the infant is travelling or returning.

Destinations

If a customer requested for a kerala package, there 2 scenarios to choose the visiting cities for the package:

Scenario-1: Customer is aware of the visiting cities in kerala, and he advises to cover particular cities like Kochi, guruvayur, Wayanad, Thrissur and Kozhikode. It is important to cover the desired destinations of the customer but not the order in which the customer has advised, Let's observe the route plan for the above:

Scenario-2: Customer is not aware of the visiting cities, and requests us to plan best tourist places in the destination. In such a case the travel plan is prepared in the conventional and top tourist cities for the package.

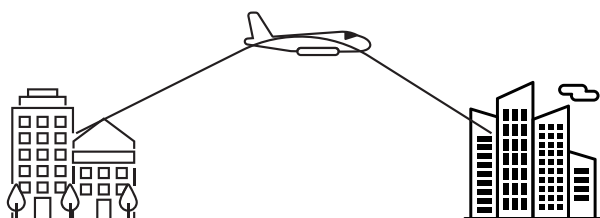
Trip start city

Let's assume a customer is at Karimnagar-Telangana and requesting for a package to kerala with flights, It is important to aware the customer that the package starts from the selected Airport and not from his residence (until unless customer requests to arrange a pickup from his residence). Similarly if he is choosing Train or Bus mode it should be intimated that the trip starts from the Railway station or bus stand and not from his residence.

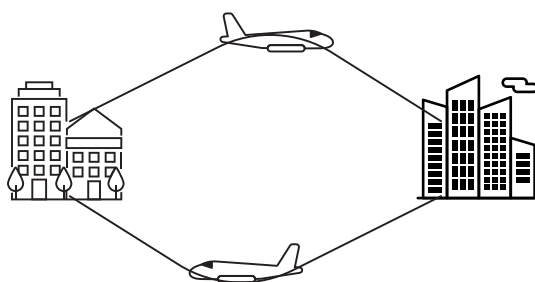
Flights Selection

The flight selection is the most important aspect of a travel package. The flight search will have three basic options to choose from:

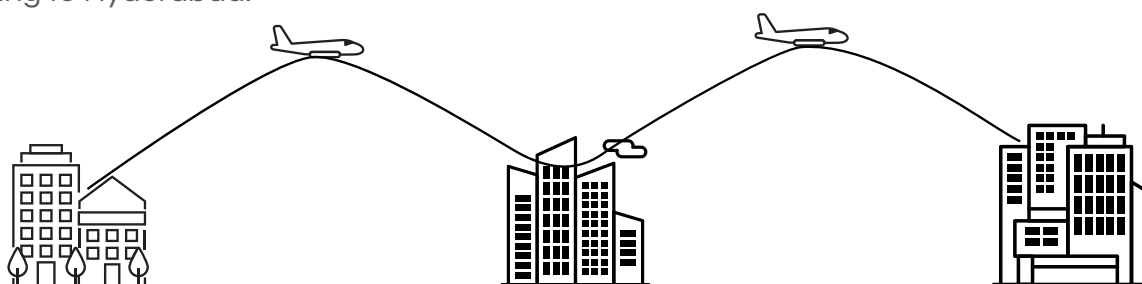
One Way: When a customer wants to travel from one destination to another destination and does not expect to travel back to the origin destination by flight (choose train or bus for returning to origin), or Customer chooses his own mode of transport(Own Car/Cab) for return travel. In such a circumstance you have to choose the "one way" option.



Return: When a customer wants to travel from one destination to another destination and wants to return to the origin city within a stipulated time frame, it is called a return flight mode. In this circumstance you have to choose the “Return” option.



Multistop: When a customer wants to travel multiple destinations and does not return to the origin destination is considered as Multi Stop. For Instance a customer wants to travel from Hyderabad to Mumbai, from Mumbai to Delhi, and from Delhi to Bangalore, where is travelling to multiple cities and not returning to Hyderabad.



9 Pax Limit

Any flight search has a limit of 9 passengers, which means the sum of all passengers should not exceed 9. If a group consists of 7 adults, 2 children and 1 Infant the search does not result in fares since the total count is 10 pax. Any such fares shall be considered as group fares Hyderabad.

Let us understand how the group fares work. For instance a customer requested 8 passengers traveling from Hyderabad to Goa, Let's assume the fare is INR 10,000 per person and the total fare for 8 pax is INR 80,000. Later 2 passengers are added to the group and the group size has become 10, You cannot conclude the fare will be INR 10,000 per person and the total cost would be INR 1,00,000 for the group.

So what shall I do if the group size is more than 9 passengers? If the pax count exceeds 9, Gogaga Holidays requests the concerned airlines for the group fares, the airlines shall provide a consolidated quotation for the requirement. Let's take the example of the above group and assume we have requested for the group fares for 10 pax, The Airlines would quote INR 1,20,000 for the 10 Pax group which is INR 12,000 per person. This price would surprise the customer, since he would estimate "as the pax count increases the cost of the fares shall decrease", but the group fares work differently.

Why can we book 9 Pax first and 1 Pax Later? This common idea strikes for everyone, but there are two risks involved in this.

Risk-1: In common every flight has 180 seats, but no one knows how many seats are available, what if there are only 9 seats available in the flight? If we book 9 seats first and search for 1 seat, the result may not display that particular flight, so how do we book for the remaining 1 passenger? If we book another flight to that 1 passenger, we find it challenging in providing airport transfers at the destination, since they reach the airport at different timings.

Risk-2: If we book a flight for the first 9 passengers we would be charged INR 10,000 per person which will be INR 90,000 for all 9 Passengers. Later when we search for the remaining 1 passenger the flight cost would result as INR 30,000. This explains that the total fare for 10 passengers is INR 1,20,000 which was quoted as group fares for 10 pax by the airlines.

Conclusion: It is always advisable to book group fares when the pax count exceeds 9, and should aware the customer about the risks involved in booking multiple PNR's in the case of Groups.

Baggage:

Basically there are 2 kinds of Baggage in Domestic airlines

Hand Baggage: Every domestic flight allows 7 Kgs of hand baggage for each passenger at no cost.

Check in Baggage: Majority of Domestic flights allow check in baggage varying from 15 Kgs to 25 kgs based on Flight category. Except few Low cost carriers like Air Asia, Flyscoot does not provide Check in baggage at free of cost, but charges for it.

At “Gogaga Holidays” it is a mandatory factor to check and ensure both hand baggage and check in baggage is included in the flight fare while creating the travel plan.

Flight Selection















Selecting the right flight is a crucial part in developing an Itinerary.

For instance, let us consider a customer who has requested Kerala with two different options.

Request-1: 1Night in Kochi - 1Night in Munnar- 1Night in Thekkady - 1Night in Alleppey

Request-2: 2Nights in Munnar- 1Night in Thekkady - 1Night in Alleppey

Based on the requirement we could find the below flight results? But how to select appropriate flights for the trip?

Hyderabad(HYD) - Kochi(COK)				<< Prev Day Next Day >>	
Dep ▲	Arr ▲	Duration ▲	Pub ▲		
 SG - 563 P	HYD(05:45) → COK(11:00)	04h 15m 1 Stop(s) 9 Seat(s) left	Rs. 5,958.00	  	<input type="checkbox"/> Email
	HYD(05:55) → COK(14:10)	08h 20m 1 Stop(s) 9 Seat(s) left	Rs. 5,958.00	  	<input type="checkbox"/> Email
	HYD(20:40) → COK(14:15)	17h 35m 1 Stop(s) 9 Seat(s) left	Rs. 5,958.00	  	<input type="checkbox"/> Email
 G8 - 501 M	HYD(06:30) → COK(08:10)	01h 40m 9 Seat(s) left	Rs. 5,958.00	  	<input type="checkbox"/> Email

In order to select the right flight, it is important to understand the standard hotel check in time in India and abroad.

Indian Hotel Standard Check-In Time – 12:00 PM and Check-Out Time – 10:00 AM

International Hotel Standard Check-In Time – 02:00 PM and Check-Out Time – 12:00 PM

Choosing the flights for Request-1

Based on the 1st request the customer wants a stay in Kochi on the 1st day, which means the customer once reaches the Kochi airport he will be transferred to the Kochi hotel, but as per Indian hotel standard check in time the customer will not be provided with the room at the hotel till 12 PM.

As per the above flight picture, if you consider the 4th Option of “go air” the customer will be reaching the airport at 8:10 AM, and by 9:00 AM he would be reaching the Kochi hotel, but the customer has to wait at the hotel till 12:00 PM for check in. So it is advisable to select the 1st option of “Spice jet” which reaches Kochi airport by 11:00 AM and probably by 12:00 PM customer would reach the hotel and will not find any difficulty in the check in.

Choosing the flights for Request-2

Based on the 2nd request the customer wants a stay in Munnar on the 1st day, which means the customer once reaches the Kochi airport he will be transferred to the Munnar hotel, so we have to check the distance between Kochi airport to Munnar, So let's say, the distance between Kochi airport and munnar is 120 Kms and the duration time is 4 hours. If the customer is reaching the Kochi Airport by 8:00 AM based on "go air" he must be reaching Munnar by 12:00 PM, which would be a perfect check in time.

Conclusion: The flight timings should be selected based on the distance to the arriving airport from the hotel in which the customer is going to stay on the first day. The similar principle will also imply on the return flight the distance between the departure airport and the hotel in which the customer is staying on the last day.

Airport Transfers

The airport transfers apply only for International packages. There are two kinds of airport transfers, which are Private transfers and SIC Transfers.

Private Transfers:

A private transfer is a taxi or other vehicle reserved solely for your group/passengers. Private transfers will be waiting for you on arrival to the destination airport, and will take you directly to your hotel or apartment, without any stops on route. These transfers are expensive when compared with SIC Transfers.

SIC Transfers :

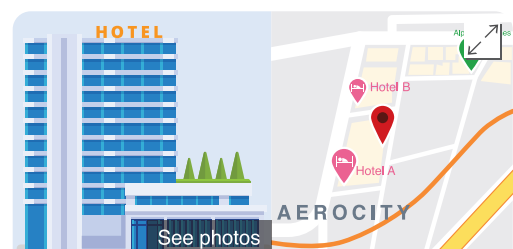
SIC Transfers: SIC tours stands for Seat-in-Coach Basis Tours, which means you will share a coach or van with other tourists and you will be taken to all the scenic spots listed in the Itinerary that day. These transfers are Cheaper when compared with Private Transfers.

Conclusion: It is always important to provide Private transfers to our customers, unless Private transfers are not available for particular tours or destinations.

7. Hotels Selection

Hotels selection is applicable for all Holiday packages. In common we find 1 Star, 2 Star, 3 Star, 4 Star and 5 Star Hotels. At Gogaga Holidays it is mandatory to maintain 3 star hotel standards for any package. If a customer is requesting for a package and does not have an idea on the hotel standards then it is important to select a 3 star standard hotel. If a customer is particular about the hotel standard and specifies that he wants a 4 star or 5 star hotel, only then we select 4 star or 5 star hotels. We don't operate our holidays with 1 star and 2 star hotel standards.

How to find hotel standards?



ibis New Delhi Aerocity

[Website](#) [Directions](#) [Save](#) [Call](#)

4.2 ★★★★★ 8,441 Google reviews

3-star hotel

[CHECK AVAILABILITY](#)

Address: Ibis New Delhi Aerocity Delhi Aerocity - Igi Airport, Igi Airport, New Delhi, Delhi 110037

If you search any hotel by name in Google, it shall display the Hotel information on the right hand side, where you can understand the hotel standards. If you observe, you will find the hotel standards as well as Google ratings given by travelers. While selecting any hotel for the customer the first priority would be the hotel standard and the second factor would be the google reviews(The google reviews should not be less than 4 stars).

How to choose the right hotel for your customer?

Choosing the right hotel for your customer is the most important aspect of the travel package. But before understanding how we choose the right hotel, we keep in mind that we are choosing a hotel "for ourselves and our family". We ensure that we get satisfied with the below features of the hotel.

- 1.Hotel Entrance
- 2.Reception
- 3.Lobby
- 4.Rooms size
- 5.Quality of beds
- 6.Room ambience
- 7.Bathrooms
- 8.In-house restaurant
- 9.Television
- 10.Provision of lift
- 11.Swimming pool
- 12.Water heater(in hill stations)
- 13.Hotel proximity for the city center
- 14.Website presence(not Google my business website)

Understanding the right hotel

Let's take an example of a hotel in New Delhi, Assume you have chosen "Ajanta Hotel" for your customer. Let's differentiate the room photos clearly, below is the picture provided by the hotel.



We don't estimate the hotel by this picture since the hotel management will decorate the rooms for selling purposes or display fake photos to attract the customers. In reality these hotel rooms look like below.



So before selecting the hotel we observe the photos provided by the customers and not the photos provided by the hotel. We also understand that any hotel photo would be 50% lesser quality in reality.

Room types

However the type of room depends on the customer's discretion, but it is an important aspect to select the appropriate room to the customer. Basically every hotel will have below room types:

1. Single sharing
2. Double sharing
3. Twin sharing
4. Triple sharing
5. Quad sharing
6. Dormitory

Single sharing: When only one passenger is travelling a single sharing room is provided where a single bed is provided in the room.

Double sharing: When a couple is travelling a Double sharing room is provided where a king size or queen size bed(attached bed) is provided in the room.

Twin sharing: When two people(commonly two males/ two females) are travelling a twin sharing room is provided where two single beds are provided in the room.

Triple sharing: When three people(commonly two adults / extra person or extra child above 5 years) are travelling a triple sharing room is provided where a king size or queen size bed(attached bed) with single mattress or bed (as per hotel policy) are provided in the room.

Quad sharing: When Four people(commonly two adults / two extra persons or two extra children above 5 years) are travelling a Quad sharing room is provided where a king size or queen size bed(attached bed) with two single mattress or two single beds (as per hotel policy) are provided in the room.

Dormitory: When Five or more people(commonly a group of travelers) are travelling a Dormitory is provided where multiple beds or multiple mattresses (as per hotel policy) are provided in the room.

Note: At Gogaga Holidays "Dormitory option" shall not be provided to the customers unless hotels are not available at the particular destination or customer is strongly insisting for dormitory. The selection of Dormitory option is subject to approval from Operations Manager, Accounts Department, Customer Support and Partner.

Meal Plans

In Fact the meal plan is provided as per customer requirement, but however let's understand the hotels plans in Indian hotels and abroad Hotels.

International hotel Meal Plans:

Bed and Breakfast

Half Board (Breakfast and Lunch or Dinner)

Full Board (Breakfast, Lunch and Dinner)

All Inclusive (Breakfast, Lunch and Dinner with Soft or Hard Drinks – Available at Island stays only)

Note that only breakfast is provided at the accommodated hotel, and lunch and dinners are provided at the nearest indian restaurants for international trips. These meals are again divided as "meal coupon" and "meal coupon with transfers".

Meal Coupon: If a customer is choosing a meal coupon option, a meal coupon is handed over to the customer at the airport by our representative, the customer has to avail the meal coupon by reaching the restaurant within the specified time mentioned in the meal coupon.

Meal coupon with transfers: If a customer is choosing a meal coupon with transfers option, a meal coupon is handed over to the customer at the airport by our representative, the customer will be provided with transfers to the specified indian restaurant.

Indian hotel Meal Plans:

EP Plan(European Plan): Room Only

CP Plan (Continental Plan)Bed and Breakfast

MAP Plan (Modified American Plan) Breakfast and one major Meal

AP Plan (American Plan) Room Including Breakfast, Lunch and Dinner

All Inclusive (Breakfast, Lunch and Dinner with Soft or Hard Drinks) Provisioned at few hotels

Note that all the meals are provided at the hotel where he is accommodated. At times when the customer is on a tour long from "accommodated hotel" then lunch is provided at any other restaurant or a packed lunch is provisioned.

Cab/Vehicle selection (Indian Holiday Packages)

Every indian itinerary shall be included with a cab/vehicle for tours and sightseeings. Gogaga Holidays ensure specific vehicle selections for the customers. Below are the important parameters we follow

Upto 3 Pax: Sedan Vehicle- Mandatorily Swift Dzire- The year of manufacturing should be less than two years

3- 7 Pax: SUV(Sports Utility Vehicle)- Mandatorily Innova Crysta- The year of manufacturing should be less than two years

8- 18 Pax: Tempo Travelers- The year of manufacturing should be less than two years

19-25 Pax: Mini Bus- The year of manufacturing should be less than two years

25-50 Pax: Volvo Bus- The year of manufacturing should be less than two years

Understanding the customer budgets

Customer budget for the holiday is the key aspect of the package, Understanding and estimating the customer budget can really help you in cracking the sale. But not every time you can receive the information of the customer budget from the partner, it is you who have to extract the budget from the customer with a penetrative discussion in the initial discussion. We find three kinds of customers in regards to budget information.

Customer-1: The customer does not have any budget in mind or Customer does not have any idea how much the package costs. In this scenario you have to prepare the customer with an approximate budget for the package, you should also note that the package cost should not exceed the approximate budget revealed to the customer, so make sure you are thorough with the package costs before revealing the approximate costs.

Customer-2: The customer has a budget in mind or a competitive quotation in hand and does not want to reveal it to you. In this scenario advise us to prepare the itinerary with the best possible rates and provide your quotation. Before submitting this quotation we ensure we compare the prices with similar packages on the web.

Customer-3: The customer is fixed with the travel plan(might have booked the flight or train tickets for his journey)and expecting a land package from you with an approximate budget. In this scenario we prepare the itinerary with the best possible rates and provide a quotation. Before submitting this quotation we make sure we match the price what the customer is expecting, and with an effective sales pitch the deal can be closed.

8. Fixed Departures

Fixed departures or group departures which are operated for group travelers on fixed dates at lower prices. In a fixed departure, the travel dates, tour plan, destinations, meal plans, Sightseeings, Flights and other travel services are fixed and the customer does not have any choice in changing them. In contrast we find customized packages are those which are tailor made as per the customer requirement. In a fixed departure the customer would be travelling on SIC basis with a group of unknown travellers. For certain countries we find Fixed departures are 50% cheaper than customized packages.

9. Observation of Competitive Quotes

At times you may receive competitive quotations from the customer provided by the local players or Top travel companies. The important factors you need to observe in the competitive quotations are:

1. Travel dates
2. Quotation issuance date
3. Pax Count
4. Try to request the same quote from the competitor(speak to them like a customer)
5. Observe any editing is done in the competitive itinerary
6. Compare the services provided by us and the competitor.
7. Compare the inclusions and exclusions of yours and competitor.
8. Verify whether the competitive company is real or fake
9. Understand whether it is a Fixed Departure or Customized Quotation

10. Important Aspects we follow for a Itinerary

For Indian and International Flights:

- ☑ We choose direct flights to any destination.
- ☑ In case of non availability of direct flights, we choose the flight with minimum layover.
- ☑ Duration of the flight (Travelling Hours) should be minimum.
- ☑ Number of Stops during the Fly (1 Stop, 2 Stops).
- ☑ Prefer the flight which offers Cabin Baggage and Check-In Baggage (07 kgs + 20 kgs).
- ☑ In case the flight is not offering Check-In Baggage, opt for the next available flight with baggage.
- ☑ Price of the Flight (Minimum difference between the least price flight and the flight you choose).
- ☑ Arrival time of the flight to the destination (Should be near to the Hotel Check-In time, preferably between 12 PM and 6 PM).
- ☑ Departure time of the flight from the destination (Can be after the check out time from the hotel, preferably between 11 AM and 10 PM).
- ☑ Customer should reach the destination airport 3 Hours prior to their departure Flight for Immigration process.
- ☑ Passport is mandatory for all International travelling passengers.
- ☑ Passport should be valid for 6 Months prior to their departure to any destination.
- ☑ We prefer connecting flights when the flight is connected by the Airlines.
- ☑ We Don't connect international flights.
- ☑ While connecting domestic flights with international flights, we make sure the time gap between two flights should be at least 3 to 4 hours, as the customer should change the terminals and also should take care of baggage.
- ☑ If the layover at any international airport is more than the prescribed time, transit VISA may be required as per the layover airport.
- ☑ In Flight meals or drinks are as per the Airline policy (Customer can purchase meals or drinks at his or her own cost).
- ☑ We don't include Meals cost in the Flight price quoted.
- ☑ Web Check-In is mandatory and can be done 24 hours prior to departure flight for all International travelling passengers.
- ☑ Seat selection can be made at the time of Web Check-In at an extra cost as per the Airline policy
- ☑ Customers prefer National Carriers.
- ☑ Any items which are carried against the policy of the airline, the customer is denied to board the flight or the item can be seized by airport authorities.
- ☑ Once the Flight Tickets are booked, name change or any changes cannot be made (That is the reason proper documents are required for Flight booking).
- ☑ If the customer wants to postpone the travel dates after the Flight booking, Rescheduling charges may apply as per the Airline policy.

- ☒ If the customer wants to postpone the travel dates after the Flight booking, Rescheduling charges may apply as per the Airline policy.
- ☒ Cancellation of the Flight after the booking may apply cancellation charges depending upon the cancellation period (cancellation charges as per the Airline policy).
- ☒ Person with 12 years of age and above are considered as an Adult in Flight Booking.
- ☒ Infants between months to 02 years should be accompanied by an Adult.
- ☒ Flight prices for Adult and Children would be same and for Infant it varies.
- ☒ Flight prices are dynamic and cannot be blocked.
- ☒ Flights tickets can be booked for 9 passengers at a time.
- ☒ Group fares are quoted for more than 9 passengers travelling together.
- ☒ Group Fares are higher than the normal fares (as the airlines would be holding the seats for a particular period not more than 24 hours).
- ☒ Group fares are similar for all the passengers including children.

For International Packages : VISA (Visitors International Stay Admission):

- All International passengers should be in possession of a valid VISA to travel to any international destination
- VISA for few countries are on arrival on the other hand some countries require VISA documents before entering their country
- VISA for few countries can be applied online through the respective government portal (which is called electronic VISA or e VISA)
- VISA for few countries require the necessary documents to be couriered to the respective country's embassy which is located within India
- If the submitted documents are correct as per the embassy, VISA will be issued and will be couriered by the embassy
- VISA processing will depend as per the travelling destination country rules
- Documents for VISA for countries also vary as per the countries requirements
- Basic required documents for VISA would be Confirmed Return Flight Tickets, Hotel confirmation, Passport (should be valid for at least 6 months from the time of travelling), Pan Card, Passport size Photos (which is recently taken and should be with 80% face zoom, white background and matte finish with no borders), Bank Statements (Few countries require them and they vary between 6 months and 1 year with minimum required balance), Occupation Proof (Pay Slip, NOC from employer on the company's letter head), ITR of the head of the family (3 years ITR), Insurance
- If any customer has old and new passport both of them are required for VISA processing
- VISA approval depends upon the documents submitted to the embassy of the country
- VISA approval alone does not allow the customer to enter the country, customer should clear the immigration process also
- Any problem during the immigration process the airport authorities have complete rights to send the customer back to their destination
- Immigration process takes 1 Hour of time approximately
- Some countries require 2 to 3 empty pages for the VISA stamping
- Some countries may require certain amount of currency to be shown at the immigration to enter the respective country
- Shenzhen VISA should be applied 1 month prior to the departure
- Only after the approval of Shenzhen VISA, the further confirmation process takes place
- If the customer is travelling to both UK and Schengen countries, then both UK VISA and Shenzhen VISA are to be applied one at a time (so 2 months prior to the travel both the VISA are to be applied

- If the customers are travelling in a group, Group VISA (only few countries allow to apply for Group VISA) can be applied, however the documents would be required for each and every passenger travelling

For Indian and International Hotels

- ☒ 3 Star, 4 Star or 5 Star hotels preferred
- ☒ Basic Hotel Category starts from 3 Star
- ☒ Hotel stays are calculated based on the number of Nights
- ☒ Breakfast on arrival day will not be available unless the hotel is booked with early check-in
- ☒ Hotels located in the city center are preferable
- ☒ Hotels with basic in room amenities like Air Condition, Flat TV, Wooden Chairs, Round Table, Safety Locker, Wardrobes, Mini Bar, Tea or Coffee Machines, Bathroom amenities, Iron Box with Iron Board, Telephone, Water Bottles (500 ml to 1 liter per room per day), Windows with Curtains
- ☒ Hotels with basic facilities like In-House Restaurant, Swimming Pool, Banquets, Lift, Spa, Gym, Business Centre, Laundry, Valet Parking, Bell Boy Services, In-Room Dining - 24 hrs or specific timings, In-House Bar, Wi-Fi, Jacuzzi, Central Air Condition
- ☒ Room Category (Basic to Premium)
- ☒ International Hotel Standard Check-In Time – 02:00 PM and Check-Out Time – 12:00 PM
- ☒ Indian Hotel Standard Check-In Time – 12:00 PM and Check-Out Time – 10:00 AM
- ☒ International Packages: Hotels which are at a walkable distance (between 150 meters and 800 meters) to Indian restaurants are preferred
- ☒ International Packages: Hotels which are at a walkable distance (between 150 meters to 1.5 kilometers) to Shopping malls or other leisure activities are preferred to engage the customer during their free time
- ☒ Hotels are selected based on the Reviews from the previous customers and the photos from the previous customers
- ☒ If the customer is arriving before the Hotel Check-In time, it is suggestible to take early check-in (which means booking the room one day prior to the customer arrival) or we can engage the customer with any tour (any 2 to 3 hours tour) on the way from the Airport to the •
- ☒ Hotel, so that the customer reaches the hotel by check-in time
- ☒ Early Check-In includes breakfast on arrival day
- ☒ If the customer's departure flight is at late night, we can engage him with a full day or half day tour or it is suggestible to take late check-out
- ☒ Early Check-In and Late Check-Out are both cost incurring
- ☒ International Meal Plans: Bed and Breakfast, Half Board (Breakfast and Lunch or Dinner), Full Board (Breakfast, Lunch and Dinner), All Inclusive (Breakfast, Lunch and Dinner with Soft or Hard Drinks – Available at Island stays only)
- ☒ Domestic Meal Plans: EP Plan(European Plan): Room Only, CP Plan (Continental Plan)Bed and Breakfast, Modified American Plan(Breakfast and one major Meal), AP Plan (Room Including Breakfast, Lunch and Dinner), All Inclusive (Breakfast, Lunch and Dinner with Soft or Hard Drinks – Available at Island stays only)
- ☒ Hotels in some countries require Security Deposit which is to be paid by the customer directly during check-in and is refunded during check-out (the security deposit varies from hotel to hotel and from country to country)
- ☒ Hotels in some countries collect tourism tax or tourism fee which is to be paid directly by the customer during check-in and is non-refundable
- ☒ Cancellation of Hotels depends upon the Hotel Cancellation policy and the period of Cancellation
- ☒ Hotel prices may vary between normal season and peak seasons (like Christmas, New Year, Festivals of respective Countries, Events or Exhibitions)
- ☒ Few hotels offer mandatory Gala Dinner during Christmas and New Year Eves
- ☒ Person above 12 years is considered as an Adult and persons from 02 years to below 12 years are considered as Children as per the Hotel policy
- ☒ Hotels are booked in the name of Lead Passenger
- ☒ While making a group booking at the hotel, rooming list to be provided on beforehand

For International Packages : Airport Transfers

- Arrival transfers to be arranged after 1 hour from the arrival times, as immigration and baggage collection takes time
- Arrival and Departure transfer vehicles will be provided which is suitable for the number of passengers travelling and luggage respectively
- Type of Vehicle arranged for Airport Transfers and Tour Transfers may vary as there would be no luggage during the Tours
- Departure transfers will be arranged 3 Hours prior to the departure time as there would be Baggage submission and Immigration process
- There is no guarantee that the same vehicle and same driver will be arranged on all days during the trip (as our supplier will be dealing with many other customers at a time)
- Vehicle may not be available all along the Tour
- Languages know to Driver
- Knowledge about nearby Indian Restaurants and Sightseeing places
- Model of the Vehicle (Should be latest model)
- Registration of the Vehicles as per the Country's requirements

11. Key Points to make you a professional travel entrepreneur

Attract and retain prospects and convert them into customers?

Profile every customer through effective, engaging discussion – getting to know their needs in full?

- ☑ Generate value added emotions reducing the customer fear of risk and increasing the likelihood of a package booking?
- ☑ Bring the holiday to life, making the intangible tangible?
- ☑ Recognize buying signals and react positively to them?
- ☑ Create a sense of urgency?
- ☑ Ask for the booking, because if they don't somebody else will?
- ☑ Overcome objections and nail the sale?
- ☑ Create a customer for life, looking after customers pre-during-post travel – delighting never disappointing the client?
- ☑ Drive repeat and referral business?
- ☑ Develop your brand alongside theirs?

Firstly, know the difference!

Finding and keeping customers isn't easy. Quality products, cheap prices and fast delivery are all important, but for people like us who deal directly with customers, softer skills and more human attributes are just as vital.

In fact, 73% of consumers say that friendly service can make them fall in love with a brand and 86% are willing to pay up to 25% more for a better customer experience*.

There are many soft sales skills that can help any travel entrepreneur become an expert, but here are the top 6:

1-Be a Great Communicator

Whether on the phone, via email or face-to-face, communication skills are by far the number 1 asset that all travel experts should have. Speaking in plain language and asking the right questions will put your customers at ease and create space for a genuine dialogue.

This is where listening comes in! Being good at communicating also means being able to stop and listen, taking on board what your customers are saying and making eye contact with them – all of which helps you to build a good rapport right from the very beginning. Great communication skills have a direct impact on your expertise.

2- Put Yourself in Their Shoes

The more you listen to your customers, the more you can empathize with their likes, dislikes, concerns, needs, etc. This empathy can only come when you are also a great communicator and have the skill of “listening with intent”, i.e. not just hearing what they are saying but understanding and really putting yourself in their situation. This empathy will prove to your customers that you aren’t a typical salesperson only looking at the price tag, you actually have their best interests at heart.

3 - Get Organized

There are many simple things that can save time and effort further down the line. Sometimes it can be tough to remember all the things you have to do in one day, so start by writing a to-do list every morning and try to stick to it. Don’t be afraid to use the old pen and paper, as the act of writing things down helps your brain to memorize the list (plus it’s always nice to cross things off once they’re done!) Another way to be more organized is to have a really clear idea of the products, offers and destinations that might be of interest to your customers. Not only does this help you to answer any questions straight away, it also helps back up your image as the real travel expert!

4 - Stay Humble

If you are wrong, admit it. If you are right, stay quiet. There’s nothing worse than a smug salesperson to put anyone off wanting to buy. If you are asked a question and you don’t know the answer, be honest and do your best to find the answer. Don’t try winging it on the spot as you will appear false and unprofessional.

5 - Plenty of Riger...and Patience!

If you say you are going to do something, you simply HAVE to do it. How many times has somebody promised you that they will get back to you with something and they never do? Surely it doesn’t fill you with confidence about that person!

And patience is a skill that is so often overlooked in any profession, but especially so in sales. If a customer doesn’t give you an answer straight away, and has no more questions to ask, then let them go off and think. Send timely reminders but don’t overload them with calls and emails. A pushy salesperson won’t be tolerated by the majority of people.

6- And Finally...Develope a World View

If you really love travel, then you’ll know that travel today is much more than a well-crafted itinerary. Go beyond the obvious attractions in a destination and read a little bit about its history, present-day modernity, culture and even its newsmakers.

Never forget your biggest competition is online! Meet them on their turf by being on top of the latest online trends and stay updated with all the current travel business news and the impact on booking patterns, flights, currencies, etc. You’ll soon find yourself developing a world view that will complement your travel expertise, boost your confidence and help you respond even more effectively to clients!

12 Learn the destinations with Travel Guide

For deeper understanding about the destinations please go through the travel guide with the link below or scan the QR code to visit the travel guide.

<https://docs.google.com/document/d/1fnkophl2wjpJ-jnY54buJyFdn-WcO1IE1PfZQPI7vjY/edit>



For any queries regarding the product training please contact support@gogagaholidays.in

Dear Partner

Our partner code of conduct is a guide to all Gogaga Partners to accept and live upto the high values & ethics that have been adhered by the company. Fostering a culture that inspires and empower every partner to do the right thing which it is the prime responsibility of every partner of the Gogaga.

You can be confident that any issues you bring to our attention will be resolved, and any concerns you raise in good faith will be taken seriously without any fear of retaliation. Whatever role you play in the company, when it comes to ethics, it is the responsibility of each and every one of us to take the lead. Being a good ethical leader means adhering Gogaga Holidays Code of Partner Conduct and Ethics principles.

Our principle of acting with integrity & honesty will build our market reputation, and we are committed to this in both by words and our action. We firmly believe and strive to live up to our principles of integrity, fairness, honesty and respect,

These principles are clearly outlined in further detail in this document of Code of Partner Conduct for your understanding and further acceptance.

Sincerely,

Mr.Shreyas Paul
Chief Strategy Officer

Introduction

Gogaga Holidays is committed to the highest standards of compliant and ethical conduct in its business dealings. The Code of Partner Conduct and Ethics ("Code") set forth the company's expectations of its partners and are the foundation of our Compliance and Ethics Program ("Program"). The Code superseded any and all previous codes of conduct and similar documents of Gogaga Holidays, its subsidiaries and their predecessors. Unless otherwise required by law, to the extent any Gogaga Holidays enterprise, business or local policies, customs or practices conflict with the Code, the Code shall prevail.

Does the Code Apply to Me?

The Code applies to every Partner

The Code is designed to assist Gogaga Holidays Partners, in conducting their daily activities ethically and legally. A large part of the Code is based on the legal obligations of Gogaga Holidays Partners, and as such, compliance with the Code may assist in protecting an individual should an investigation by the relevant authorities occur. However, as a National company, we must recognize that there are differing laws throughout the Country, and Partners are expected to comply with the Code only to the extent that applicable law allows. You should take the opportunity to check with your manager if you are at all unsure. The Code represents part of Gogaga Holidays policies and procedures. For additional requirements specific to states or regions, please consult regional manager guidance.

Will the Code Tell Me Everything I Need to Know?

The Code is not intended to cover every situation that might arise, nor will it take account of every requirement but is intended to help partners make the right decisions and ask the right questions. What Happens if I Don't Comply with the Code?

It is the responsibility of all partners to know, understand, and comply with the Code, subject to applicable code. Each new and current Gogaga Holidays Partner will be required to certify that he or she has read, understood and will comply with this Code of Conduct.

Subject to applicable law, failure to comply with the Code may result in disciplinary action, including termination of Partnership.

Where Can I Go for Help?

We have dedicated partner support team to highlight all the compliance challenges that partner experience in their Journey with us. However if the compliance standards are not addressed or met by the respective team all partners can escalate to respective State Heads/Regional managers as a second level approach. We are sure the second level escalation will surely resolve the gap. The last option is to bring to the management vide a email addressing to codered@gogagaholidays.in.

All reports into the Integrity Line are investigated. Where malicious claims are made, appropriate disciplinary action will be taken where appropriate.

Code of Conduct

Exclusivity rights & Sub contracts

Gogaga Holidays Partner model is an exclusive business opportunity given to the partner. The partner has all the rights to perform all kinds of sales and marketing activities to procure the business. The partner does not have any authority to appoint or contract with sub agents or local travel agents to procure business unless approved by the management. Since the sub dealership and travel agent contracting leads to multiple intermediaries for the end consumer which would affect the product cost.

Customer location & Partner boundaries

Every partner is entitled to perform business procurement activities with the location specified in the partner agreement. In common every sales partner is allocated with 2 lakh population, where and which the partner is confined to the province allocated.

Partner can also provide services to a customer residing outside the allocated area of the partner jurisdiction unless the other partner does not conflict with the customer. In the case of conflict between any two partners our Area Manager and above designated employee will intervene for the resolution.

Competitive quotes & Intentional modifications

Since the travel products are dynamic in terms of pricing, at times customers intentionally try to modify the competitive quotations to acquire low price. If any partner understands that the competitive quote is modified by the customer, their employees or by themselves, it is the responsibility to intimate the company on the same. The partner is not supposed to support the customers in any such practices. Any such practices would be considered as breach in code of conduct.

Quotation editing practices

As per the partner program, every partner is entitled with a fixed commission pattern, and every itinerary is preloaded with partner commissions and issued to the customers. Partners do not have the right to modify the Package cost in the itinerary to make additional profits. Any such practices would be considered as breach in code of conduct.

False commitments to the Customers

Every partner is allocated with sales and operations team from the company to serve their customers. These teams work on the company guidelines in terms of business closures. The partners are not supposed to give any false commitments in terms of holiday services for making quick business closures. The involvement of the partner in the business closure is prominent, but a holiday package involves service to the customer any false commitment to the customer would affect the customer satisfaction and may result in long term market sustainability.

Responsibility towards sales teams

A dedicated sales team is allocated to every partner for performing the business and marketing activities in the partner location. It is the responsibility of both the Management and Partner to ensure that the sales resources are effectively utilized in implementing the business activities. If the partner could not effectively utilize the resources in generating the expected business the sales support would be withdrawn within a stipulated time.

Special cases & Commission forego

All the packages are preloaded with a fixed commission to the partners. The commission would remain the same for every package as per the commission structure defined in the partner agreement. For special cases where the customer negotiates on the price and when a sales and operation teams find challenging in closing the case, would request the partner on commission negotiation. The commission forego would absolutely depend on the partner discretion, and only on acceptance of the partner for commission forego the operations team will proceed with the pricing.



gogaga

HOLIDAYS

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