



Travel Referral Agent Training Independent Study Guide

- ✧ Travel Industry
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UltimateMatch

Congratulations on your decision to enter the exciting world of travel. You now have the opportunity to get paid for doing something you love – traveling! You can travel where you want, when you want and receive great discounts and other benefits. As the owner of your own home-based business, you work on your own terms, in your own time and at whatever level of commitment you choose. You can make it a part-time job or make it your entire living. You can make a great income by helping others save money on travel. It's easy to get started and there is no limit on the amount of income you can earn!

Vision & Mission

UltimateMatch is a world-class network marketing company that offers entrepreneurs and people who are serious about building a profitable business, the **'ultimatematch of opportunity and income.'** Our mission is to build the world's largest online travel agency, offering superior travel packages and service to produce the next generation of affluent network-marketing professionals.

"Our mission is to build the world's largest online travel agency."

Market Opportunity

Travel and Tourism is a multi-trillion dollar industry worldwide. It is now a \$960 billion industry in the United States alone. Think about it, if you placed 960 billion dollar bills end to end, they would reach the moon and back approximately 190 times! So, it is no stretch to say capitalizing on this market could take us to the moon and back!

"Travel and Tourism is a multi-trillion dollar industry worldwide."

The advent of the Internet revolutionized the manner in which the multi-trillion dollar travel industry sells and distributes products and services. The days of travel industry storefronts have passed and the home-based Travel Agent is clearly the wave of the future! You have joined the team of professionals, just like you. People who have decided the traditional career model no longer works for them. People who have opted out of the corporation world to start their very own business, which affords them the freedom to set their own pace and be their own boss.

Ultimate Opportunity

Independent Travel Referral Agent

You have joined the UltimateMatch Team as an Independent Travel Referral Agent [Referral Agent]. UltimateMatch Referral Agents are independent contractors not employees of UltimateMatch or of our travel agency Ultimate Choice Travel. As an Independent Contractor, you are compensated solely on a commission basis and have the right to do business where, with whom and how you please as long as you comply with all agreements and relevant laws.

"Travel Referral Agents and Representatives refer travel services."

So, what exactly is a Referral Agent and how does it differ from other types of travel Agents? There are two primary types of travel Agents – Selling & Booking Agents and Referral Agents. Booking & Selling Agents assess customer needs, research and plan itineraries, recommend travel products & services, close the sale, collect the payments, book the travel and handle ongoing customer services. Referral Agents on the other hand are not required to know the ins and outs of the travel industry nor to sell or



handle the backend work. The Referral Agents sole job is to send prospective travel customers to the agency.

“Our Premier Concierge Agents work for you! They assess customer needs, research and plan itineraries, recommend travel services, close the sale, collect payments, book travel and handle ongoing customer service.”

Once your referred prospect becomes a paying customer, they remain your customer for as long as you continue to remain qualified and eligible to receive commissions. You continue to earn commissions each time they return to your site and purchase travel products & services.

As a Referral Agent, your job is to share the fun and excitement of travel! You simply refer people to our travel company, Ultimate Choice Travel via your UM Travel Marketing Site. We do all the work and pay you commissions! AND, you enjoy exclusive Agent discounts and benefits!

“Travel Referral Agents share the fun and excitement of travel and get paid!”

Ultimate Agent

You increase your earning power exponentially when you opt to become an Ultimate Agent. As an Ultimate Agent you have the opportunity to build an organization of Agents and Representatives to earn commissions and bonuses for your work AND the work of your team!

Each time a new Representative or Agent joins your team, using your referral code, they are assigned to your organization. As you begin to build your team, you promote to earn additional lucrative leadership bonuses and build a monthly residual income.

“Your customers MUST enter your referral code when purchasing from our main sites. Your referral code is automatically assigned when your customer’s purchase from your personalized websites.”

Active Agent Status

To maintain an Active Agent status, you must keep your monthly Agent Fees current.

“Active Agents are Agents that are current on their monthly fees.”

Products & Services

Travel Products & Services

Ultimate Choice Travel offers a wide array of products and services. Among these, 2 for 1 Cruise Certificates, resort destination travel, cruises, international airline tickets and group bookings yield the highest margins to generate the best commissions.

“The highest commissions are paid on 2 for 1 Cruise Certificates, resort destination travel, cruises, international airline tickets and group bookings

Several years ago, airlines discontinued paying commissions on domestic airline tickets and certain car rental agencies followed suit. To make it worthwhile, travel agencies that remained in business began to charge a nominal service fee to book these services on behalf of paying customers. While the service generates a source of revenue, the margins remain narrow. As such, the commissions on these services are less attractive.



Ultimate Choice Travel

Ultimate Choice Travel is committed to ensuring you and your customers receive the best prices, quality services and enjoy a hassle free vacation. Unlike airlines and other travel service providers, we NEVER penalize customers for providing personalized one-on-one service or for helping plan and book Resort Destination, Cruise and International travel. In fact, we reward you with competitive prices and often times beat the competition to save your customers money!

Our travel program has been developed to maximize our earnings. Ultimate Choice Travel offers two travel programs to ensure we meet all the needs of your customers:

- Premier Travel Concierge Services Program – personalized service
- Travelocity Affiliate Program – online self-service

We have divided our services into these two separate programs to focus our time and effort on the products and services that produce the highest revenues and commissions for you and your team.

Premier Travel Concierge Services Program [Concierge Program]

Our Concierge Program is designed to focus on selling the products & services that generate the largest commissions for you and your team. This program works strictly with the following commissionable products and services:

- Resort destination travel packages [land and air],
- Cruises
- International airline tickets, and
- Group travel

Our Concierge Agents give your customers the one-on-one service and attention they need and have come to expect when booking premier travel services. Our Concierge Program does not book individual domestic airline tickets. These services are available online through our Travelocity Affiliate Program.

**“Our Concierge Program includes Resort Destination Packages,
Cruises, International Tickets and Group Travel”**

Travelocity Affiliate Program [Affiliate Program]

Our Affiliate Program provides 24 X 7 access to our Travelocity Affiliate online search and booking engine. Customers may search for and purchase the following commissionable products and services online:

- Hotel Reservation
- Domestic airline tickets
- Rental Car Reservation
- Last Minute Deals
- Custom Trips
- Tickets & Attractions

“Our online booking engine is available 24 X 7 anywhere you can access the Internet.”

“It’s a great way to shop for travel before you purchase!”



It is a great way for your customers to find a specific resort destination package and use our Concierge Program to offer a great deal. Your customer receives premier personalized service and support and you earn better commissions!

“You should instruct your prospects to use our online search and booking engine to find their dream vacation and contact our Premier Concierge Agents to book!”

Financial Rewards

As an Independent Travel Referral Agent you are paid each time one of your customers purchases any of our commissionable travel products and services. In addition to your travel commissions, if you are an Ultimate Agent or Representative, you have the opportunity to earn travel commissions for the work of your team. As you begin to build your organization, you can also earn Fast Start Commissions, Leadership Bonuses Leadership Residual, Travel Commissions and Travel Leadership Residual for your work and the work of your team!

“Customers for life ... Referral Agents are paid for every purchase their customers make as long as they are qualified and eligible to receive commissions!”

You receive your own unique personal referral code when you become a Travel Referral Agent or Representative.

Each time a new Representative joins your team or a customer pays for one of our packages or services using your referral code, they are automatically assigned to your organization. In turn, you receive credit and earn commissions for your product sales and the product sales of your team.

Referral Travel Agent Benefits

When you maintain your active status and pay your monthly Agent Fee, you are eligible to receive Agent Benefits. Benefits include Promotional Travel, FAM Packages and Ultimate Getaways!

Promotional Travel [Promo]

Ultimate Choice Travel will offer exclusive promotional discounts & benefits to Referral Travel Agents. Promotions often represent travel services below cost and/or FREE and typically require the Agent to achieve certain performance levels. Promotional Travel must be booked and taken by the Agent and may include immediate family members. Certain restrictions may apply.

FAM Packages

FAM Packages, or “familiarization trips” are reduced rate and, on occasion, free trips offered to Ultimate Choice travel by suppliers. Suppliers sponsor these trips in an effort to familiarize travel Agents with their properties, ships and other travel services. FAM trips are typically offered by tour operators and may or may not include airfare, transfers, hotels, sightseeing excursions and a few meals. Our FAM packages are made available to our Referral Travel Agents. As a Referral Agent, you should be prepared to spend a portion of your trip briefing with the tour operator when and where required.

Due to limited availability of FAM packages, Referral Agents may be required to achieve certain performance levels. FAM trips must be booked and taken by the Referral Agent and may include immediate family members. The supplier may impose certain restrictions [e.g. solo or only spouse/significant other may accompany].



Ultimate Getaways

Ultimate Getaway Packages are planned and designed by Ultimate Choice Travel in conjunction with tour operators and suppliers exclusively for our Referral Travel Agents. These trips allow our Agents to discover the excitement of travel as a team. Ultimate Getaways are an opportunity to network with other Agents from across the nation and may feature Ultimate Choice Travel sponsored events and training & education programs.

Ultimate Getaways may require Agents to achieve specified performance levels. These trips must be booked and taken by the Agent and may include immediate family members. Certain restrictions may apply.

No commissions are paid on Promotional Travel or Ultimate Getaways.

Travel Industry

The travel and tourism industry is a multi-trillion dollar international market and continues to grow daily. The market in the U.S. alone is \$960 billion dollars. Did you know that if you placed 960 billion one-dollar bills end to end, they would reach the moon and back 960 times!

The advent of the Internet revolutionized the manner in which travel products and services are marketed and distributed. The days of the traditional storefront travel agency and paper reservations and tickets have passed and the virtual travel agency and home-based travel Referral Agents are the wave of the future!

Online reservations, tickets, advanced check-in and service and support give customers and Agents alike the ability to do business anytime and anywhere they have access to the Internet. Unlimited access means unlimited opportunity!

Organizations & Appointments

People have traveled since the beginning of time. Just as our modes of travel have evolved from the invention of the wheel to the sophistication of aerospace transportation so has the organization and support of the travel industry. While there are literally millions of organizations associated with the travel industry today, as a Travel Referral Agent, you only need to be familiar with these four:

- Airline Reporting Corporation
- International Air Transportation Association
- International Airline Travel Agent Network
- Cruise Line International Association

By familiar, we mean have a general understanding of the organization and its purpose. You are not required to be directly affiliated or have a membership [where available] to be able to sell or refer travel. However, there are certain times in which it is beneficial to do so as a travel agency.

International Air Transportation Association [IATA]

The International Air Transportation Association or IATA is an industry association of international airlines. IATA manages, maintains and controls the system of codes used to identify the world's airports, airlines and travel agencies.

"IATA is a travel association that administers the system of codes used to identify the world's airports, airlines and travel Agents."



This system of codes is used industry-wide and more specifically used by the major Global Distribution Systems [GDS]. A GDS is a computerized reservation system used by travel Agents to book airline tickets and other travel services. The major GDS providers include Sabre, Galileo, Worldspan and Amadeus.

“ The Global Distribution System is a computerized reservation system used to book airline tickets and other travel products and services.”

You do not need to have a GDS to participate in the travel distribution system. And, as an Independent Travel Referral Agent, you do not need to know domestic and international airport codes, airline codes, hotel and car rental codes, country and currency codes or any other codes and industry travel terminology. Your job is to share the excitement and fun of travel and refer your prospects to Ultimate Choice Travel where our trained Agents will do the work for you!

Airline Reporting Corporation [ARC]

The Airline Reporting Corporation or ARC [A-R-C as three separate letters not as the word “arc”] was initially created by the Airline Transportation Association, which was comprised of the major domestic airlines. It is now a separate entity in which all airlines both domestic and international can benefit. Very few airlines today do not have an affiliation with ARC.

ARC is the financial clearinghouse that handles the settlement of money, which moves from the point-of-sale [travel Agent] to the supplier [airline] and back to the travel Agents [refunds, commissions, etc.]. They work as the middleman to ensure everyone gets paid what they are owed.

“ARC is an independent middleman that acts as a financial clearinghouse and ensures everyone in the travel product distribution system gets paid.”

To sell airline tickets, travel agencies must receive an appointment for ARC and meet stringent eligibility requirements. Key requirements include bonding and experience & certification. To meet these requirements, the agency must post a bond or letter of credit for \$20,000 to \$70,000 AND employ at least one Certified ARC specialist with two years working experience. The agency must also meet security standards for airline ticket storage and handling.

Once an agency has been appointed, they receive a unique eight-digit identification number [which works very similar to your referral code] to identify the agency and track their transaction activity. The eight-digit identification number is issued from the IATA database. It is an IATA number used by ARC NOT an ARC number as many misleadingly refer to it.

Agencies do not need to have their own ARC appointment nor IATA number to sell airline tickets. A travel agency with the appointment and number may “host” other agencies and allow them to leverage their accreditations. The host agency may impose a fee or take a portion of the travel agency’s commission in return and/or set certain operating standards the agency must adhere when they make use of the host’s accreditations.

As an UltimateMatch Travel Referral Agent, you DO NOT need an ARC appointment, IATA number or an established relationship with a host agency to refer travel. Ultimate Choice Travel is responsible for establishing and maintaining accreditations and host relationships where needed.

International Airline Travel Agent Network [IATAN]

The International Airline Travel Agent Network or IATAN is a department within IATA. IATAN was created to manage IATA’s relationship with travel Agents within the United States. Like ARC, IATAN works to maintain the financial integrity of the travel industry. To receive an IATAN appointment, travel



Agents must meet established financial standards, which includes a minimum \$25,000 net worth and a minimum of \$20,000 in working capital. In addition, the agency must operate on a commercial premise.

“IATAN is a department within IATA that appoints and endorses agencies that meet certain financial standards and operate a commercial office.”

The appointment was initially created to offer the public a “seal of approval”, implying the agency is professional and reliable. The IATAN appointment is available to agencies not Agents. The IATAN appointment is not required for you to sell or refer travel.

Cruise Lines International Association [CLIA]

The Cruise Lines International Association or CLIA is a marketing association of cruise lines. CLIA acts as the marketing arm of the cruise line industry, marketing to the public at large through aggressive advertising campaigns and educational seminars for Agents.

**“CLIA is a marketing association for cruise lines.
They sell the excitement and fun of cruises to the public at large.”**

Agencies pay a membership fee to join CLIA and receive a CLIA number, which looks and acts much like an IATA number in that it identifies the travel agency within the cruise line community. Cruise line operators are beginning to require a CLIA number [in essence a membership] to deal directly with their tour operators. You are not required to have a CLIA number to sell or refer cruises.

IATA & CLIA Numbers & IATAN and CLIA Cards

The CLIA and IATA are merely unique numerical identifiers used to identify travel agencies. They are not required to sell or refer travel. While proclaimed experts in the industry refer to ARC and IATAN numbers, they are really misnomers for the IATA number.

**“IATA and CLIA numbers are unique numerical identifiers used to identify travel agencies.
They are not required to sell travel.”**

ARC and IATAN use the IATA issued number to identify their respective appointed agencies. No additional numbers are issued. The IATA number is displayed on the IATAN [not IATA] Agent ID card and the CLIA number on the CLIA Agent ID card.

Travel Agent IDs

As you have learned, Travel Agents have the opportunity to earn and receive certain travel discounts and benefits. Many times, Agents are required to produce a Travel Agent ID when booking or redeeming benefits. IATAN cards, CLIA cards, travel photo IDs and personal business cards are all considered valid forms of travel Agent identification.

“IATAN cards, CLIA cards, travel photo IDs and personal business cards are all considered valid forms of travel Agent identification.”

However, as within any industry, there are people who work to pass themselves off as travel Agents with fraudulent IDs to gain access to Agent discounts and benefits. Many suppliers are cracking down and requiring specific forms of ID and/or more information. In addition, some companies take advantage of certain supplier benefits in excess, which causes their agency benefits to be revoked with the specific supplier. Responsible agencies manage their Agent's access to benefits. Management of Agent benefits protects the ongoing discounts and benefits of the agency and the Agents!



Compensation

There has never been a better time to build your own home-based travel business and there has never been a more lucrative compensation plan to help you forge your path to financial freedom! As a Representative or Ultimate Agent, you have the opportunity to earn immediate cash and build a solid monthly residual income that will pay you into the future, creating generational wealth for you and your family.

A complete copy of the Compensation Plan may be obtained on our website at www.ultimatematch.com. It is recommended you review the plan in its entirety.

Agent Commissions

Travel Commissions

You must be an Active Agent to earn commissions each time your personally referred customers purchase travel services. As a Travel Referral Agent, you earn 25% of the net margin on personally referred travel.

"You must be an Active Agent to and earn travel commissions for your personal referrals."

In addition to our 7-Level Travel Commission program, as a Director or above, you are also qualified to earn Monthly Travel Leadership Residual income each time you, an Agent, or Ultimate Agent in your Director, Senior Director and/or Executive Director organization(s) refers travel.

Referral Business 101

The last thing any of us want to be is a high-pressure sales person. You know, the one you cannot get to stop talking unless you buy something – usually something you neither want nor need. Referral marketers are never successful high-pressure sales people, assuming you can actually call pressuring someone into buying something they want or need truly a success.

Referral Marketing

Referral marketing is about sharing your excitement about travel with others and getting paid when they purchase travel services from Ultimate Choice Travel. As a referral marketer, you avoid the high-pressure trap of focusing on what you need to sell. You tune in to what your prospective and existing travel customers think, need and will feel comfortable purchasing.

"Focus on what your customer needs, will feel comfortable with and thinks."

Referral marketers are great listeners. By listening to your prospects and customers and understanding their needs, you are able to share the benefits our travel services and business opportunity deliver to them. Remember, benefits are not about what you find exciting or need. Benefits are the positive outcomes your prospects and customers enjoy when they use our travel services or join our team. When you share the benefits we offer to meet your customers personalized needs, it is easy for them to see UltimateMatch and Ultimate Choice Travel is the right company for them!

"Benefits are positive outcomes your customers enjoy from our travel services. They fulfill the prospect's needs and ultimately convinces them what we offer is right for them!"



For example, if your customer is working on a fixed or relatively small budget, they will appreciate the “benefit” of our competitive prices and travel specials. If your customer knows nothing about Europe but would like to make the most of their trip, they will appreciate the “benefit” of our knowledgeable Premier Concierge Agents. On the other hand, if your prospect is excited about making an extra income, they will appreciate our lucrative compensation plan.

It is easy to be enthusiastic and excited when you understand the value and benefits our travel service and business opportunity offer others when you personally experience them yourself.

“It is easy to be enthusiastic and excited when you understand the value of our products and services and have your own great personal experience to share with others.”

When you share your own personal experience with others, you open the door to your prospects and customers sharing their own thoughts so you know exactly which benefits to share. For example, you share a recent cruise you and your spouse took to the Caribbean. In turn, your customer shares their fear of the sea and enclosed spaces. This is your cue that your customer does not “think” a cruise is a good idea. This example shows you which direction not to take.

Using a second example, you share your own personal experience about an Ultimate Getaway you just booked at an incredible price and the benefits you enjoy as an UltimateMatch Travel Referral Agent. Your prospect shares the drudgery of their 8 to 5 job and their wish to have an exciting job, which allows them to travel. You just opened the door to signing a new Agent!

In summary, the key to being a great referral marketer is sharing, listening and pointing out the right benefits. Your job is to present the “ultimate match” of needs and benefits so your prospects see our travel services and business opportunity as their “ultimate choice!”

Prospecting

Prospecting is the never-ending process of finding people who need or want to purchase travel services and/or make extra money. If you think about it almost everyone you meet is a prospect. After all virtually everyone travels at one time or another and who couldn’t use a little extra money?

“Prospecting is a never-ending process of finding new travel customers and people who want to make extra money.”

Most people think of panning for gold when they hear the word “prospecting.” While prospecting is definitely about separating the wheat from the chaff, it is certainly not the backbreaking work of panning for gold. Prospecting is actually quite simple and can be accomplished in several different ways.

Business Cards

Perhaps the simplest way to prospect is using your business card. Your business card is the most efficient and effective marketing tool you can use and is available for purchase in your back office. You should give your business card to everyone you know and to everyone you meet. If they already have your business card, give them another or several so they can pass them on to people they know.

When you give someone a business card ALWAYS be sure to ask for one in return so you can touch base later. They may not need extra money nor need to book travel today, but they may tomorrow!

“You should give your business cards to everyone you know! Give them extras to pass out to people they know. Always be sure to get their business card as well so you can follow up.”



Be sure to write quick reference information about the prospect on the back of each card [e.g. met at airport in Chicago, two young sons and a dog, loves racing]. Keep your prospects' business cards organized for easy access. Set up a "tickler file" and stay in touch by sending information on current and/or upcoming travel specials. Be brief and concise in your follow up communication. Never forget to ask for their business card and be sure to use your notes to make your communication more personalized.

Email

Email is a great tool. Email has become a preferred method of communication. It's easy, convenient, no postage required, you never get put on hold and it is available 24 X 7 typically anywhere you have access to the Internet!

Once again, make your communication brief and concise. Ask for their business and be sure to use your notes to make your e-mail communication personal. For example:

David,

I really enjoyed meeting you at the airport in Chicago. You mentioned in our conversation you really wanted to spend more quality time with your children. I thought you might be interested in one of the Disney Cruises. Nancy and I took our children on one this past Christmas. We had a blast. The kids are still talking about it! Let me know if you are interested and I will be happy to book it for you.

All the best,

John Reynolds
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Looking for great service & great prices on travel?
Make the Ultimate Choice today!
www.reynolds.umtravelsite.com

Email signatures are a great way to market your new business to everyone you send an email. Once emails are setup they are easily maintained. Your signature should include:

- Name
- Title
- Office Phone [if applicable]
- Cell Phone [if applicable]
- Fax [if applicable]
- Alternate email address [if applicable]
- Tagline [e.g. Cruise the Greek isles for under \$1,000 in September!]
- Website URL(s)

When you send email communications out be sure you have the permission of the recipients so you are not reported as a SPAM violator. If the recipient requests you remove them from your email list/address book do so immediately.



"When you send emails, obtain recipients permission, run spell-check and include your own personalized signature with your website links on all your email communications!"

You should also make it a practice to run spell check and include your personalized signature. You want all your communications to be professional and every email you send to remind your family, friends, co-workers, customers and prospects you are a Travel Referral Agent and the owner of your own business. You want their business!

What To Say

Keep it simple! Your conversations with prospects should deliver three simple facts (1) you are a referral travel Agent (2) using your service makes sense [benefits, benefits, benefits], and (3) you are SERIOUS about making them a customer.

"Let all your travel prospects know your are a referral travel Agent, using your service makes sense and your are serious about making them a customer."

Make sure they understand their business is not only important to you but also appreciated.

Deal With Objections

You should always be prepared to deal with objections and skepticism head on. See them as an opportunity NOT an obstacle.

"See your prospects concerns and objections as an opportunity not an obstacle."

For example, your prospect has shared a concern about purchasing over the Internet and not speaking to a live person. Your job is to introduce the benefit that solves their problem or need. In this scenario, you highlight our Concierge Travel Agents who are available to meet their personalized needs. Ask if that satisfies their need.

"Deal with objections and skepticism head on and always ask for a commitment."

No? They reveal they want to book airline tickets only. Next benefit! You share additional information about our "trusted and publicly held affiliate partner Travelocity" and perhaps your personal experience when booking airline tickets over the Internet.

"Objections and concerns can be easily overcome when you acknowledge the concern, provide more information, solve the customers problem and check to ensure the problem has been resolved."

Remember, objections and skepticism are merely a way to say, "I need a little more information" not "NO!"

Ask For A Commitment

Once you have addressed your prospects concerns, confirm with them they have the information they need and ask for a commitment. "Now that we have addressed your concerns, can I count on your business?" A commitment does not mean your customer has to book a trip today.

A commitment means they agree to the next step. You ask for commitments throughout the referral process. A commitment comes in the form of a yes or no question. "Can our Travel Concierge Agents get you a quote on that cruise today?" or "Can I pick you up next Tuesday at 7:00 p.m.?"



Commitments help you “qualify your prospects.” By asking for commitments throughout the course of your conversations, you are able to save valuable time if and when the prospect has no interest. You also reveal objections and skepticism the prospect does not openly share, which could preclude you from getting their business if not addressed.

“Qualifying helps you understand more about your prospects, eliminates people who will not or should not be your customers and saves you time so you can make more money faster!”

Time is your most valuable asset. Master the skill of asking for commitments. It is as simple as posing a “yes” or “no” question before you move to the next step. It is the difference between wasting and saving your valuable time; time you can spend with prospects who have a genuine desire to be your customer ... customers that make you money!

Innovative Tools

Research shows that people remember 25% of what they hear and 50% of what they see. But, they remember 85% of what they see, hear and interact with.

“People remember 25% of what they hear and 50% of what they see.
But, they remember 85% of what they see, hear and interact with.”

Use your marketing websites, business cards, email services, presentation materials and business opportunity meetings! They are all excellent tools designed to help you build your new business.

Achieve Your Goals

Everyone has heard the old adage “Plan your work AND work your plan.” It is a great piece of advice. A research conducted by Harvard University revealed that the most successful people in the world have written goals.

Write down your goals in the form of actions [e.g. speak to 2 new prospects each day]. Make sure they are simple but challenging. If speaking to 2 new prospects a day is a cakewalk for you, make it 5! Your goals should be realistic and measurable.

“To be a success, you must have a set of written goals with deadlines.
Your goals must be simple yet challenging, realistic and measurable.”

Review your goals each day to monitor your progress. If you find they are no longer a stretch, adjust them so you accomplish a little more each time!

“Review your activity-based goals each day and adjust them so
you do a little more each time!”

Use your sponsor as an accountability partner. Give them a copy of your goals and touch base daily to review your progress.

Congratulations! You have completed your Independent Study Guide! You are ready to begin building your business!