

How to convert during your Free Planning Session

As you know, people can go online and book their own travel. That's the bad news. The good news is that people are overwhelmed, and bombarded with travel information the moment they begin. So just like people can cook their own dinner, but they eat out; and people can paint their own living room, but they hire someone to do it; and people can mow their own lawn and clean their own house, but they hire people to do it; people expect to pay you.

Which is why your free planning session should last no longer than 30-40 minutes before asking for their business.

After you give them a few tips and recommendations, tell them that *"it sounds like I could be very helpful in the planning process and I would love to work with you."*

Then explain how your services work. *"I have great contacts and resources in (this area) and often have access to deals, upgrades and offers not available to the public and will be able to save you much time and money. I will handle everything for you, make sure you have a spectacular time, and don't miss out on anything."*

Ask for the Sale. *"To get started, I need to collect a planning fee of (\$50-\$250.00.) Then the next step is to set a time for a follow-up meeting, where I will present a few different detailed vacation options for you to consider. Ultimately you pull the trigger and decide when and where you go, and how much you spend. Once you decide on an itinerary, I will collect a deposit to lock in your reservations and price for you. You can make payments, or just wait for the final due date, which is usually 45-60 days prior to departure. Then all you need to do is pack your bags! And I will even provide helpful packing tips. For your planning fee, would you like to use a CC or debit card?"*

Remember: You aren't just closing a sale, you are opening a relationship. Take very good notes to use for future trip planning conversations.

Listening is the most important part of your job.

The following documents give you the exact language (you can make it your own) to help you explain what you do and how you can help your client, so that they know exactly what they are paying for when they commit to doing business with you.

PS Never apologize for your fee. Starting out any message to your client with "I'm sorry but I'll be charging a fee ..." is a bad, bad idea.

Your reasoning may be something like:

- To account for the increasing complexity of the trips you plan and the time it takes to plot out personalized itineraries.
- To reflect your investment in continuing education, so you can always supply your clients with the most-up-to-date, cutting-edge travel information and services.
- To allow you to design trips based on your clients' true needs, rather than which properties and tour operators provide the highest commission rates. Your fee gives both you and your client more freedom.

CRUISE Planning Fee

Some of the things we do for our cruise guests:

- Recommend the best ship
- Help arrange the best air schedule for your cruise schedule, and arrange hotel accommodations, tours, driver/guide, or baggage hold if the flight doesn't coordinate perfectly with your cruise.
- We make an effort to explain the packages available on the cruise better than the cruise line explains them; we are more transparent; and really whether you need them or not
- Advise correct documentation needed for your cruise , and how to get it.
- We make recommendations for Ttravel insurance, and explain the difference in coverage between Cruiseline and third party insurance.
- Make recommendations for excursions customized for our guests, including those not offered through the Cruiseline, and small group, private and/or VIP tours; or private driver guides.
- Make sure to suggest the correct stateroom for each guest based on location, size, amenities, things like mobility issues, quietness, seasickness, as well as options to control motion sickness once on board.
- We give you information about deals to look for, for on onboard services throughout your sailing.
- We know tricks to make sure you are able to claim the savings if a better promotion comes along.

If you are traveling as a group, we can often add additional value such as onboard credit, and we can often get your staterooms together and air seats together which is sometimes difficult when our guests book on their own.

Once you're booked, I will explain how to access your online account and what is available through the porthole such as add-on packages, excursions, spa, specialty dining,etc.

Is there anything else you can think of that I can do to help you plan for your cruise vacation?

To get started, I need to collect a planning fee of (\$35 per person), then the next step is to set a time for a follow up meeting where I will present a few different detailed vacation options for you to consider. Ultimately, you pull the trigger and decide when and where you go and how much you spend. Once you decide on an itinerary, I will collect a deposit to lock in your reservation and price for you and then you can make payments or just wait for the final due date, which is usually 45-60 days prior to your departure. Then all you need to do is pack your bags - and I will even provide helpful packing tips! Are you ready to get started? For your planning fee, would you like to use a debit card or credit card?

Concierge Fee (if you don't want to charge for planning but feel the need to charge for services that the cruise line expects from the guest but the cruise line wouldn't do for the guest.)

The cruise line requires that you create an online account to check-in online. If you would like, I will create the account for each guest. For this service, I charge a concierge fee of \$15 per person.

Either way, I will send you a video (directions) explaining how to access your account and what is available through the porthole such as add-on packages, excursions, spa, specialty dining, etc.

Destination Wedding Planning Fee After giving a few tips and recommendations during your 30-minute free planning session.

It sounds like I could be very helpful in the planning process and I would love to work with you. Our staff travels to the destinations to meet with the wedding coordinators throughout the year and we are here to answer any of your questions. We offer amazing perks and added value through our preferred partners.

Explain How Your Services Work:

Explore Locations We help you find you the best wedding location and price, suitable to your wishes and spending plan. We are the experts when it comes to the ins and outs of tying the knot away from home.

Confirm Your Details Once you have decided on the perfect location for your wedding festivities, we will secure your ceremony site, date and time. Then we will introduce you to the onsite wedding coordinator. You will work closely with the on-site wedding coordinator to confirm your reception venue, food and décor. Every romantic event and getaway we plan is tailored from start to finish, to each of our couple visions.

Wedding Budget We work with you to create a wedding budget, so that there are no surprises, and your expectations are met. Typically included in your basic wedding package is the officiant, bridal bouquet and boutonniere, and enough chairs, cake and champagne for all of your guests. Things to consider that are not usually included are flowers for your wedding attendants and special family members, perhaps a sand ceremony, an aisle runner or additional decor. We make sure that you know how much your total wedding would cost in a perfect world, so there are no surprises when your wedding balance is due.

Often times you aren't certain how many guests will attend at the time of confirming your wedding. No worries - your final guest list and decisions aren't necessary until about 60 days prior to your wedding date.

Countdown Calendar Next we provide a step-by-step guide covering what to do when. We recommend that you tack it up on your refrigerator so you always know what's next; and, of course, you always have us to remind you.

Wedding Website Probably the most helpful service that we provide is - we create a wedding web page for your special event, taking the burden off of the couple- everything you need to know to keep friends and family well informed

and entertained. Guests are able to book or request a quote direct through the website, making the process stress-free.

[Book all of your wedding guests](#) We will manage the logistics and reservations for all of your wedding guests, offering the same friendly service to each guest, while keeping the information organized for you. We understand that this is a big investment for all attendees and coordinate the special needs and travel wishes for each.

I will arrange the logistics including the best air schedule from your preferred airport, and reliable transportation at your destination.

Next, I will explain how travel insurance works to protect your investment.

There isn't usually time to do and see everything, so along with providing a list of all of the things to see and do in the area, we make you aware of things that are unique to your destination that you may not be able to do anywhere else - so you can focus on those attractions, including small group, private and VIP tours, or private driver/guides.

Lastly, we send a message, introducing you to the resort staff before you arrive, letting them know you are all VIP clients, and reconfirming any special requests you may have, such as early or late checkout due to your flight times, room location, bedding requests, physical or dietary needs that may enhance your vacation experience.

I will prepare you for your trip, ensuring you have the correct travel documents, are aware of local customs, tipping, electrical current, how much money to bring, what to pack and more.

Is there anything else you can think of that I can do to help you plan for your vacation?

To get started, I need to collect a planning fee of (\$150), then the next step is to set a time for a follow up meeting where I will present a few different detailed wedding vacation options for you to consider. Ultimately, you pull the trigger and decide when and where you go and how much you spend. Once you decide on the perfect place, I will collect a deposit to lock in your reservation and price for you and then you can make payments or just wait for the final due date, which is usually 45-60 days prior to your departure. Then all you need to do is pack your bags - and I will even provide helpful packing tips! Are you ready to get started? For your planning fee, would you like to use a debit card or credit card?

Fee for Our Services

After giving a few tips and recommendations during your 30-minute free planning session.

It sounds like I could be very helpful in the planning process and I would love to work with you.

Explain How Your Services Work:

I have great contacts and resources in (Jamaica) and often I have access to deals, upgrades and offers not available to the public, and will be able to save you much time and money. I will handle everything for you, making sure you have a spectacular time and don't miss out on anything.

Now that you have shared your vacation interests and past experiences, I am going to take a couple of days to put together all of my recommendations for the best destinations, accommodations and experiences and explain how it meets your goals.

I will arrange the logistics including the best air schedule from your preferred airport, and reliable transportation at your destination.

Next, I will explain how travel insurance works to protect your investment.

Once you have selected your favorite vacation options, I will prepare you for your trip, ensuring you have the correct travel documents, are aware of local customs, tipping, electrical current, how much money to bring, what to pack and more.

There isn't usually time to do and see everything, so along with providing a list of all of the things to see and do in the area, we make you aware of things that are unique to your destination that you may not be able to do anywhere else - so you can focus on those attractions, including small group, private and VIP tours, or private driver/guides.

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Is there anything else you can think of that I can do to help you plan for your vacation?

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