

Qualifying

IMPORTANT INFORMATION

- Name, address, city state, zip
- Home phone, Cell phone
- Email address
- Who is Traveling?
 - Names and birthdates of EVERYONE who is traveling.
 - Is anyone active or retired military, Police/fire/EMT/medical?
- When do they want to travel?
- What type of vacation are they looking for?
 - Warm weather? Cold weather?
 - Domestic? International?

Question #1-

If you were to dine out locally to celebrate something really special, where would you go?

Dining Experience-

- Will eliminate all but about 3 cruise lines and a host of resorts
- Will clearly tell you whether the prospect place little importance on the dining experience or if it is of paramount importance.
- If they aren't local or can't name a local restaurant, ask how much they would expect to spend on a dinner for two at that special event.
 - \$75 or less- Their budget is tight or the dining experience isn't that important.
 - 3-star resort, or mass market cruise line.
 - \$76-\$150- Their budget is bigger because the dining experience is more important'
 - 4-star resort, or premium cruise line.
 - \$151 plus- Their dining experience is VERY important.
 - 5-star resorts and deluxe or luxury cruise lines.

Question #2-

When you travel **on vacation**, What types of hotels do you prefer?

Hotel Experience-

- **REALLY IMPORTANT:** The answer to this question may, or may not, point to the same class as dining.
 - It does not follow that someone with very simple food tastes will want a budget hotel.

Dining and Hotel Preferences-

- With these two bits of information, you are already putting someone in a resort or on a ship.
 - Basic garden view, or ocean front room/suite at a resort?
 - Inside stateroom or best suite on a ship?
 - Budget, Moderate, or Deluxe resort at Disney?
- Examples:
 - Food isn't that big of a deal BUT the client wants the biggest and best suite when they travel.
 - If a cruise, look at Royal Caribbean Royal Suite, Norwegian Haven, or MSC Yacht Club.
 - Food is everything and room isn't a big deal
 - Look at top rated resorts for cuisine and less expensive room.
 - Look at luxury cruise known for exquisite cuisine with less expensive stateroom.

Question #3-

What types of evening entertainment do you enjoy on vacation?

DULL EVENING

- Not staying out until 3am

EXCITING EVENING

- Watching the semi-trailer being unloaded at Kroger

Evening Entertainment

- Look for resort or hotel properties or ships with activities and entertainment that will fit the answers, BUT within the categories already selected.

Question #4-

Do you want a vacation with lots of things to do, or visits to lots of different cities, or to stay in one particular place?

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Active or Relaxing?

- Active-
 - Look for off-property sightseeing and participative activities for land based.
 - Lots of ports for a cruise.
- Relax and Recharge-
 - Look for properties and cruise itineraries accordingly.
 - Trans-Atlantic or re-positioning cruise with lots of days at sea.
- Good Balance of Active and Relaxing-
 - Eastern or Western Caribbean Cruise.
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Shopping is a fun part of most vacations. What types of products or goods would you like to find good values for?

Shopping-

- Jewelry- diamonds, gemstones, gold, silver?
- Electronics?
- Liquor?
- Local handicrafts?
- Leather goods?
- Designer clothes and accessories?
- What are your favorite places to shop when you're at home?
 - SAKS 5th Avenue or Walmart?

Question #6-

What is your TOTAL vacation spent?

Vacation Spend-

- Many travel advisors are uncomfortable asking this question.
 - Consider it to be crass and intrusive.
- Most recognize that this information is critical
- May do research for nothing.
 - Example:

- Family of 4 qualified for a Southern Caribbean cruise.
- Agent found cruise for just over \$3000 to have client say they want to spend \$2500 for EVERYTHING (shore excursions, gratuities, souvenirs, etc.)
- ASK THE BUDGET QUESTION!
- May need to alter the length of the cruise or vacation, hotel choice, or ship category.
- **SIDE BENEFIT:** You will not waste your time looking for something they can't afford.

Question #7- After supplying them with 2, no more than 3 options.

***Would you like to use a Visa, Mastercard, or American Express for your deposit?
Or, would you rather pay in full?***