

TRANSACTIONAL | NEW AGENT

Technical Mastery | **Service Offering Based*

IF YOU LOOK LIKE THIS AND YOU MEET MOST OF THE CRITERIA - HERE IS YOUR PATH

TIER 1

LEISURE TRAVEL/VACATION TRAVEL

- These courses are geared for those who are newer to the industry – employees or in office with less than 2 years in office experience
- Has sales of \$0.00 – \$200,000
- Is ready to take their new career and learn the industry
- Completed Travel Leaders of Tomorrow new to industry training or TripKit by Travel Institute
- (IC's) those with less than 5 years in the industry and has less than \$200,000

CORPORATE TRAVEL

- Support person to advisors in the office
- Early stages of learning corporate benefits programs for car & hotel for corporate discounts, frequent travel benefit programs
- May be the person behind a booking tool doing small QC and issuing tickets
- Booking: Air –Car-Hotel bookings (domestic)
- Possibly issuing domestic airline tickets up to 10 tickets per day

SPECIALIST

Solves more general problems | **Needs Based*

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TIER 2

LEISURE TRAVEL/VACATION TRAVEL

- Has a published profile
- Exploring industry certification in CLIA CCC and or CTA thru the Travel Institute
- Has a CRM (customer relationship management tool)
- Sales in the area of \$201,000 - \$500,000
- Enrolled in or completed one of the Travel Leaders Network Specialist Programs
- (IC's) These courses are for specs above

CORPORATE TRAVEL

- Established corporate agent (Specialist in domestic reservations)
- Less than 5 years selling corporate
- Support of an online booking tool in answering basic questions for users
- Sales transactions meeting expectations at average of 12-15 tickets per day
- Domestic and some international air
- Honing skills in international air
- Honing customer service skills

CONSULTANT

Provides Prospective & Counselling Aspects | **Relationship Based*

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TIER 3

LEISURE TRAVEL/VACATION TRAVEL

- Has a published Agent Profiler AND it is 2.0 with 2 niche areas
- Completed a Travel Leaders Network Specialist Certification Program
- Achieving but not yet to final level- feeling like they have topped out
- Exploring industry certifications (ACC, MCC, CTA, CTC)
- Sales in the area of \$501,000 – \$750,000
- Honing skills in CRM tool
- Has decided upon area of expertise
- Breaking into or have an interest in FIT Business
- (IC's) These courses are for those who have obtained their IATA card or meet most of the above

CORPORATE TRAVEL

- Experienced Corporate Advisor: 10+ years
- Consultant in both domestic and international reservations. International air guru
- GDS proficient- issuing avg. of 20+ tickets a day
- Level 2 support for online booking tool
- Supporting Account Manager: doing report review to ensure data is clean. Possibly moving into more account manager functions in learning ways to control spend, booking small meetings.
- Enrolled in or completed the Travel Leaders Network Business Travel Specialist Program

TRUSTED ADVISOR / TRAVEL ADVISOR

Organizational & Interpersonal Skills | **Trust Based*

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TIER 4

LEISURE TRAVEL/VACATION TRAVEL

Expert Travel Advisor level

- Has a published Agent Profiler AND it is 2.0 with 3 niche areas & is maximizing SEO within profile
- Obtained industry certification (ACC, MCC, CTA, CTC, CTIE, VTA)
- Completed one or more Travel Leaders Network Specialist Certification programs
- Sales in the area of \$751,000 - \$2M+ (individually)
- Optimizing CRM tool
- An authority on a particular destination/product or type of travel
- Currently having strong FIT business
- (IC's) These courses are for those who have obtained their IATA card, have or will attend ILTM. Have or want to obtain the ASTA VTA certification

CORPORATE TRAVEL

Corporate Travel Account Manager/Advisor. Working as both agent and account manager (EXPERT Level!)

- GDS proficient but does more acct mgmt.
- Responding to RFPs - Presenting RFPs
- Possibly reconciling corporate account credit card
- Managing private corporate jet for account
- Black car rental
- Managing upgrades
- Managing corporate account spend
- Providing & reviewing management reports with accounts
- Completed Travel Leaders Network Business Travel Specialist Program