



IntelTravel.com



IntelTravel.com

Training Manual

seventh edition

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IntelTravel.com

Training Manual *seventh edition*



“Unusual travel suggestions are dancing lessons from the gods.”

—Kurt Vonnegut, American Writer



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Training Manual Developed Exclusively For IntelTravel.com by The International Travel Academy. Directed by Brian Tracy

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Advisor Quick Start Guide

THE TOP 10 THINGS TO DO NEXT
AS A NEW INTELETRAVEL ADVISOR

1. Personalize Your Free Personalized Website In Just A Few Minutes

We have created your basic website, now click the Create My Website link in the Advisor Menu in the Advisor Only area of www.InteleTravel.com, and personalize it with a photo (optional), contact information, a slogan, etc. When friends, family, and other customers purchase on your site, all travel purchases are automatically coded with your advisor PIN and you get the commission check! With NO set up or design fees and NO hosting charges. What are you waiting for?

2. Order InteleTravel Business Cards

One of the oldest but best sales tools... and now easier than ever with online ordering! Pass them out to friends, family, Travel Partners, everyone! Our easy to use online print shop, with the highest-volume printing partner, guarantees prices, quality and speed.

TIP: Show you are a professional. A business card is often required to enter trade shows or conduct business directly with Travel Partners.

3. Join An Interactive Educational Webinar Or Listen-In On Nationwide Training Calls.

Here's where you'll find Special Guest presentations by the world's top Travel Partners, the latest hot deals, Advisor FAM trips, travel industry events, Top Advisor profiles, and more. Live every Tuesday night (online webinars) and Thursday night podcasts, or replay anytime in the Advisor Menu's InteleTutorials. No fees.

4. Promote Your Home Based Travel Agency.

If you belong to any group, club or organization, you already have a great network that knows and trusts you. To use InteleTravel's ready-made, professionally designed materials, or create materials yourself, see the Sales Tools link. Choose from customizable e-newsletters and e-postcards, animated banner ads, press releases, travel giveaways, and more... plus intuitive programs and reports that help you plan and track your marketing... all compliments of InteleTravel.com. Also visit the Travel Advisor area of your favorite Travel Partner Websites, where cruise lines, vacation companies and others provide customizable brochures, emails, client newsletters and more sales tools. This Training Manual has step-by-step plans for more great promotional ideas.

TIP: Remember to submit any custom marketing material you create for InteleTravel review and approval.

5. Attend A Travel Event Or Take A Course.

The Education and Calendar of Events links have hundreds of

events online or coming to a city near you - many FREE or with a minimal charge. Become a Niche Market or Destination Specialist, a Certified Travel Counselor, a Master Cruise Counselor, a France or Ski or Disney specialist, and so much more. Travel learning is fun! Try one and you'll want to Learn More To Earn More!

6. Join CLIA

Join Cruise Lines International Association (CLIA) the best educational institution in travel. Cruising offers the BIG commissions, plus CLIA membership brings you a whole other level of travel industry benefits (even from hotels). For details and an easy online application, click on Education.

7. Take A Familiarization Trip.

Commonly referred to as a FAM. These are opportunities for Travel Advisors to get to know the leading Travel Partners, destinations, resorts and cruise ships first hand, and are priced far below retail prices to encourage your participation. As an InteleTravel Advisor, you have access to these educational experiences and fantastic deals. Click on Advisor Only FAMs in the Advisor Menu for complete details and current offers. (And be sure to read the rules Do's and Don'ts Of Fam Trips.)

8. Follow InteleTravel on Facebook at www.Facebook.com/InteleTravel.

Not only will this keep you up to date on the latest hot deals, industry news, company news and travel inspiration, but it will give you travel offer content you can easily share with friends and customers by just clicking the Facebook "share" link. It's an instant social media marketing plan for you! Then add your own photos, experiences and ideas. Make sure you click "like" on the InteleTravel page.

IMPORTANT: To see all InteleTravel posts and not just the few Facebook will filter through to you, you have to click more than just "Like". Click the menu arrow on the Like button to drop down further controls. Then select "Follow" to see all of our posts. If you want a notification when InteleTravel posts something new, click "Get Notifications" there. To make InteleTravel posts appear at the top of your home page, click the "See First" option also.

9. Find the Credit Card Authorization, Insurance Waiver & Customer Profile Forms

In the Sales Tools link on your dashboard in your online back office and keep them handy. Use the first two forms for every travel transaction - for your client's peace of mind, and for yours. Use the Customer Profile form to ask customers the right qualifying questions so you produce the best possible travel offers, and to collect all the information you will need to make the booking.

UPDATE!

IntelTravel Basic Training Video Course

ADVISOR QUICK START

Starting in December 2015, all Advisors must review and pass this new multi-media interactive course. It's an online series of 15 3- 5 minute YouTube-style "How To" videos, each followed by a few simple quiz questions to ensure that you have watched the material. Total viewing time is less than an hour, but you will learn everything you need to know to start and make the most of your new home based business in travel. There are no fees for this training. Once the new course is launched, completion will be required in order to access travel industry privileges for advisors. Watch your email and website for notices.

More Tips

Your Advisor PIN

is for internal use with IntelTravel.com. It's used to track your online booking and commissions and is not for use with Travel Partners to make bookings or identify yourself. IntelTravel's ARC or CLIA number identifies the travel agency with which you're affiliated, and this is the number that must be given to Travel Partners when booking directly. See your Welcome Email for these important identifiers. It is ok to show your PIN to customers – but do NOT give out your ARC/CLIA numbers except to travel industry Travel Partners and partners (cruise lines, hotels, vacation companies, etc.).

How To Book Directly With Travel Partners

If you have specific questions about a property, cruise line or destination, call Travel Partners directly or visit their websites (log into their Travel Advisor areas when available). But remember, it is best to make reservations through www.IntelTravel.com to avoid errors and enjoy automated real time reporting. You are permitted to book directly with Travel Partners, but in order to earn commissions and have your transactions tracked and manually entered into reports, you must follow certain guidelines. Step by step instructions are available in IntelTravel's Advisor Basic Training videos, Advisor FAQs or throughcustomerservice@inteltravel.com.

Always Be Professional

When traveling as an Independent Advisor, you're expected to appear and act in a professional manner. This helps maintain the professional image of IntelTravel and your fellow Advisors (and makes it more likely that you will be treated with respect and offered professional courtesies when appropriate)

Important Issues For New Advisors

What They Mean: Pin & Other Numbers

Your PIN (Personal Identification Number; also called "USERNAME") is for internal use by IntelTravel.com and its affiliates. It is used to track your online sales and pay commissions. The agency identifier codes (ARC, CLIA, etc.; in your Welcome Email) refer to IntelTravel.com, the travel agency with which you are affiliated. These ARC or CLIA numbers should be given to Travel Partners whenever making a booking or transacting any business at all, including requesting a professional privilege, such as a discount, FAM rate, or upgrade.

Some travel partners may have other requirements for privileges, and IntelTravel may have additional requirements to approve your participation (prior sales with that brand, completion of that brand's educational courses, membership in CLIA, etc.).

Bottom Line: Check to make sure you have the necessary credentials for any particular Advisor privilege or discount.

Mandatory Independent Marketing Review

To maintain the quality of our business, and to protect the professional integrity of our Advisors, it is important to remember that final marketing materials utilizing the IntelTravel.com name or logo, must be submitted to IntelTravel.com for review and written approval prior to use. This is in accordance with the agreement you signed as an independent contractor with IntelTravel.com. In instances where IntelTravel.com's logo is not used, but the relationship to the company is obvious, prior review and written approval are also required.

Professional Responsibilities as an Advisor

Any Advisor who makes use of a professional privilege or FAM, without the sincere intent to learn about and promote the Travel Partner's product and service, is in violation of his or her agreement with IntelTravel.com.

Our Travel Partners (cruise lines, hotels, resorts, vacations companies, etc.) are encouraged to comment on the performance of IntelTravel.com's Advisors. For the protection of all Advisors, reports of unprofessional behavior are thoroughly investigated and may result in forfeiture of privileges or possible dismissal.

1 An Introduction TO INTELETRAVEL.COM

With a unique and pioneering nationwide network, IntelTravel.com is an innovative online travel company founded on the work of IntelTravel International established in 1992. By 1995, IntelTravel’s network was listed among the **Top 50 Travel Agencies In The US – with \$120 million in annual sales** – by Travel Weekly Magazine, the leading industry publication. The original founders re-launched the company as IntelTravel.com, an online travel agency revolution, in 2001.

An Established Travel Company

IntelTravel.com is appointed to market the products of all major Travel Partners worldwide (cruise lines, hotels, vacation companies, car rental agencies, airlines, and more) to all tourism destinations worldwide.

IntelTravel.com has exclusive relationships with preferred Travel Partners allowing it to offer its Independent Travel Advisors unlimited savings on travel for others as well as themselves! Using state-of-the-art technology that supports the IntelTravel.com booking engines, Advisors can research and purchase competitively priced travel and exclusive offers– all while earning commissions.

IntelTravel.com is a member of **CLIA** (Cruise Lines International Association, the official marketing and educational organization for all major cruise lines).

IntelTravel.com is also a member in good standing with the **Better Business Bureau** and subscribers to its standards of ethics and customer service in business practices.

IntelTravel.com offers its advisors access to ongoing educational programs, travel industry trade shows, on-line webinars, live seminars, and special events sponsored by **The Travel Institute, ASTA, Cruise University, National Trades Shows**, and many other affiliated organizations and Travel Partners.

Stability and Dedication

IntelTravel.com shares many of the same senior management executives that founded IntelTravel International nearly 25 years ago. IntelTravel.com is a debt-free and profitable company.

IntelTravel.com’s management team is dedicated to providing its Advisors with the highest quality travel benefits and services available today, for the lowest cost. After over two decades of experience and innovation we can back our product and services

with the IntelTrust 3-part Guarantee: guaranteeing your satisfaction as an advisor; guaranteeing the best travel prices; and guaranteeing even your profitability and removing the risk of a new venture for you. See the website for details.

IntelTravel.com is a licensed, endorsed, certified and bonded host travel agency. Endorsed and certified by the major travel trade associations for its high business standards and demonstrated commitment to the travel industry. These accomplishments stem from an innovative business plan that makes IntelTravel.com unique in the travel industry.

Travel, Share, Earn

Traditional travel agencies rely heavily on advertisements and multiple retail locations to generate business, looking to Independent, or “Outside,” Advisors as supplemental sources. In direct response to government deregulation mandates for innovative marketing and alternate distribution methods for travel products and services, IntelTravel.com created a new form of Internet-based host travel agency that virtually eliminates the need for advertising and branch offices and relies solely on the efforts of its Inteltravel Advisors , to generate 100% of its business.

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*“I travel not to go anywhere,
but to go. I travel for travel’s sake.
The great affair is to move.”*

-Robert Louis Stevenson, Scottish Writer (1850-1894)

The InteleTravel.com Mission

Our operations and activities are based on these core values:

❖ Quality

We conduct every aspect of our business according to the highest standards of excellence.

❖ Customer Service

We are committed to satisfying our Advisors and their travel customers with the most efficient, friendly and helpful service for all their travel needs. We recognize that the satisfaction level of our Advisors and their customers is the key to our continued growth and prosperity.

❖ Value

We strive to provide our Advisors and their customers with the very best prices, discounts and values available to travelers anywhere and we continually seek out and create innovative offerings to increase the value that our Advisors and their customers receive when they make their travel arrangements through us.

❖ Professionalism

Our Advisors and their customers expect the world from us! We conduct ourselves with the professionalism and courtesy required to meet such high expectations.

**Our mission
is to be the
leading
provider of
travel services
in the world.**

2 An Introduction TO THE TRAVEL INDUSTRY

What Is A Host Travel Agency?

IntelTravel.com is a more-than-full-service travel agency that trains Independent Travel Advisors online and then provides that sales force with the opportunity, support and technology to competitively sell travel and travel related services, including the top travel brands worldwide. We “host” – that is train and support – a nationwide and worldwide network of travel sellers – Independent Travel Advisors – who sell the travel products we provide to their family, friends and other social networks and customers. Traditional travel agencies do not have this capability. IntelTravel was designed to be a Host Agency from its inception nearly 25 years ago – we truly are “The ORIGINAL Travel Agency At Home!”SM

“Travel Partners, Suppliers, Vendors, Travel Brands”

The word advisor implies we represent others. Whom do Travel Advisors represent? Whom are we Advisors for? Contrary to popular belief, Travel Advisors are not just Advisors for their traveling customers, but they are also the sales advisors for the suppliers of travel products and services: the hotels, airlines, car rental agencies, cruise lines, etc. These suppliers are also known as IntelTravel’s Travel Partners, or sometimes as vendors or travel brands, and we are their marketing arm.

When travel products and services are purchased, the Travel Advisor commission is paid to an agency, if one was involved in the sale, or it is simply kept by the Travel Partner as added revenue. Travel Advisors do not set the prices, and do not add their commission on top of Travel Partner prices. There is always a commission “built in” to the travel products and experiences Travel Partners offer. If your family, friends, co-workers, business associates and other customers understood this clearly, wouldn’t they rather have this payment go to someone they know, like you?

The Role Of The Independent Travel Advisor

Are you enthusiastic about travel? Do you share your experiences with friends? Can you describe a country house hotel in England’s Cotswolds so your friends can’t wait to get there? A crawfish gumbo in a New Orleans restaurant so that their mouths begin to water? Whether you know it or not, you are already a kind of Independent Travel Advisor, only you are probably working without pay.

Independent Travel Advisors do not have to operate central reservations systems computers, write tickets, negotiate pricing, or perform much of the traditional work involved in making quality travel arrangements. Independent Travel Advisors are not required

to work set hours, sit at a desk, or even come to the office at all. (Like all types of salespeople, the best are out in the world creating relationships with customers and finding new business.)

Independent Travel Advisors are the sales and marketing force for IntelTravel. Creating excitement about travel - “travel dreams” - and being able to communicate why IntelTravel.com is the best choice to make those dreams come true: These are the happy responsibilities at the core of being an Independent Travel Advisor. Later, you will learn about the possibilities for expanding your role in the travel industry.

At IntelTravel.com, we train Independent Travel Advisors to sell through a wide spectrum of participation. Perhaps you will just refer customers to your free personalized IntelTravel website and allow them to serve themselves – while you receive the commission checks. Or you will take advantage of IntelTravel’s leading training and education and learn to do some or all of the research and booking yourself. IntelTravel provides tools and resources for all levels of involvement, including state of the art online reservation systems, marketing and sales programs and tools, education (both online and live), exclusive travel offers and negotiated rate contracts with many top travel partners, and unlimited support.

It’s as simple as you reviewing this introductory material, logging into our website at www.inteltravel.com, clicking on the restricted access “**Advisors Only**” section which is reserved for the exclusive use of our Independent Advisors, and following the appropriate links to learn, sell, book, earn...and even travel and save yourself. Our systems and technology are designed to do much of the work for you, so you can concentrate on selling. Confirmations and e-tickets are automatically delivered, and paper documents, when still used, are forwarded as necessary, just like any other reliable place you book. We design our systems and tools to be intuitive – you don’t have to take a class to operate them – but we offer tips and advanced training where it can be helpful.

How Are Independent Advisors Compensated?

IntelTravel.com, as your agency, receives commissions from Travel Partners, of a percentage of the price of travel you or your customers purchase, and then shares those commissions with you. See the Commission link in your Advisor Only area, updated from time to time, for details and example calculations. If you are travelling yourself, consider your commission on your own travel, when applicable, as a rebate of sorts – a savings or discount after the fact, adding to any savings you already may enjoy from IntelTravel’s expert pricing and exclusive offers.

Travel Industry Organizations

Regulatory Agencies

Since deregulation, the travel industry has been governed by an agency of the Federal Government, the U.S. Department of Transportation (DOT). You no longer have to be licensed in any way to be a travel advisor, however to effectively compete in the industry you want to be affiliated with a fully accredited, bonded, insured agency, recognized by the leading trade organizations and Travel Partners.

Private Trade Groups

ARC, the Airlines Reporting Corporation, is a private corporation, which serves as an advisor for most domestic airlines, functioning as a clearinghouse for the processing, payment and reporting of airline ticketing and other travel documents for the airlines and the travel agencies it approves or "appoints." InteleTravel.com is identified to most Travel Partners by an agency ARC number which you will find in the Welcome email you received when you joined InteleTravel. This is a critical credential for you in booking travel and earning commissions. More on that later.

CLIA, the Cruise Lines International Association, is a private marketing and education organization for the cruise industry of which InteleTravel.com is a Diamond Level Member, the highest possible participation attained by less than 30 travel agencies nationwide. InteleTravel's Diamond Level Membership in CLIA brings special benefits to our advisors, including discounted individual advisor CLIA membership and ID card fees, access to exclusive fares and offers, educational opportunities and much more. See the webinars on this in the InteleTutorials area of your back office.

ASTA is the American Society of Travel Advisors, of which InteleTravel.com's parent company INTRAVEL is a Premium Member of **ASTA** represented by the president of InteleTravel.

Other Consortiums & Travel Trade Organizations

InteleTravel.com is a member of **ARTA** (Association of Retail Travel Advisors), **CLIA** (Cruise Lines International Association, the official marketing and educational organization for all major cruise lines) **ARC** (Airline Reporting Corporation), InteleTravel.com's parent company INTRAVEL is a Premium Member of **ASTA** represented by our President James Ferrara, and Hickory Global Partners.

Ensemble is a very proactive leisure travel consortium that provides marketing and educational support association for top travel agencies. Ensemble helps InteleTravel in the negotiation of travel offers, advisor education, marketing tools for advisors and other resources. Ensemble does NOT sell travel to the public and does not earn commissions.

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“Travel is more than the seeing of sights; it is a change that goes on, deep and permanent, in the ideas of the living.”

—Miriam Beard, American Writer (b. 1901)

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YOU ARE
WAY MORE
THAN A
WEBSITE

3 What IntelTravel Advisors Need To Know FAQS

Reservations Options

Thanks to online technology revolutions, our Advisor Only area is powered by state of the art, easy to use, automated booking engines for researching and booking travel across the widest array of brands and Travel Partners in order to earn the highest commissions on travel purchases for friends, family, and other clients or your own business and vacation travel.

As an IntelTravel Advisor you are NOT limited to booking only through these online resources. You may book with Travel Partners in any method that is allowed for travel advisors in general, including booking on the Travel Partners brand websites, over the telephone and in person at a reservation counter. Still in the travel industry, there are certain types of travel products and services that are just not available or effectively booked online. However there are advantages to booking through IntelSearch, our online engines – and special instructions you need if you are to book in other ways. IntelTravel does not change your commission based on the method you use to book (some Travel Partners may offer incentives to book in certain ways).

Why Start With IntelSearch?

Our cutting edge booking engines provide state of the art searching capabilities for AIRLINES, CAR RENTALS, HOTELS, CRUISES and more and are only for use by IntelTravel.com advisors and their clients!

- ❖ **Best Pricing & Best Options** – Our exclusive booking engine, IntelSearch, cross references all major brands to ensure you and your customers the best pricing and options for your travel. Don't rely on the pricing and options of just one Travel Partner when you have the opportunity to have the very best brought to you in one search. In one search you can compare nearly 50 car rental companies, or over 30 cruise lines, or over 100,000 hotels, or all of the world's major airlines.
- ❖ **Guaranteed Commissions** – When you book through IntelSearch everything is directly submitted to your IntelTravel advisor account. You don't have to worry about the hassle of entering bookings yourself. IntelSearch ensures you are paid accurately and on time.
- ❖ **Real Time Reporting** – IntelTravel transactions immediately appear in your commission report with full details within 24 hours. Transactions booked directly

with Travel Partners on their websites or on the phone must be reported through the Register My Bookings tool in your online back office to ensure you receive your commissions. With our 24/7 reporting access, you can manage and track your sales at a glance!

- ❖ **Now Earn On Domestic Air** – Our air engine at www.IntelTravel.com is the ONLY way for you to earn on airline tickets, including commissions and service fees.
- ❖ **Let Us Do The Work For You** – You are allowed to book offline, whether on a Travel Partner's website or by phone, but you must then manually enter all the details of your transactions in Register My Bookings tool. Avoid the extra work and make sure the Travel Partners pay you accurately and on time - Book online at www.IntelTravel.com and let us do the work for you!

Pin, Password, Logging On How do I log onto the website? What is my PIN and PASSWORD?

Travel search and booking engines (IntelSearch), training materials, business cards, commissions reports and other valuable resources are protected in an area of the IntelTravel.com site reserved exclusively for Independent Travel Advisors like you! How do you get to it?

When you first enrolled, IntelTravel.com sent you a **Welcome Letter** via e-mail, containing your **7-digit Advisor PIN and password**. Look back at your e-mails for this information. No luck? Simply e-mail customerservice@inteletravel.com to request your Advisor PIN and password.

TIP: Remember, your 7-digit PIN is NOT one of IntelTravel.com's 8-digit Agency numeric codes, like CLIA or ARC number).

If you just need your Password, go to IntelTravel.com and click **Forgot Password** at the bottom of the screen. Enter your PIN, click Submit and your Password will be automatically sent to your e-mail box.

TIP: You may change your auto-generated password to something easier to remember. After you log on, click on **My Profile and Update Personal Information**.

Once you have your PIN and Password, enter it at the top or bottom of the screen

at IntelTravel.com. Click on "Go" and everything you need to Travel Better, Pay Less and Earn More!™ is right at your fingertips.

My Pin and Password are not working.

Because this could be due to several different issues – invalid billing information, invalid e-mail address, etc. – please contact customerservice@inteletravel.com for a speedy resolution.

Billing

How can I update my credit card information? Is it secure?

Updating your Billing and Personal Information at IntelTravel.com is critical. Inaccurate information can result in loss of access to our booking systems, and loss of other valuable benefits. The good news is that it's easy to avoid or fix!

Log onto IntelTravel.com with your PIN and Password, click on **My Profile** (in Advisor menu), then **Update Billing Information**, Check for a valid credit card number and current expiration date. Note: IntelTravel.com is secure and your personal information is protected.

An invalid form of payment will result in failure of your IntelTravel.com Monthly Service Fee, placing your account on credit hold for 27 days after which your account will become in-active, completely interrupting your access and benefits. Reactivation requires the payment of any past due fees, plus administrative charges. This is easy to avoid by following the above mentioned steps.

Address Changes

Go to My Profile, check **Update Personal Information**, for an accurate street address, email address, and other important information that affects the delivery of commission checks, and other valuable services.

Licenses

IntelTravel.com is a fully licensed, registered and bonded agency. Since deregulation (in 1985), the federal government has had no minimum requirements for the licensing, education or training of professional Travel Advisors. Several states have considered and enacted consumer protection legislation regarding

travel sellers and IntelTravel is a Registered Seller Of Travel in those states. See the link at the bottom of the website for the updated registration reference numbers.

As a rule, as long as you are not collecting money from the public (which is prohibited by your agreement with IntelTravel) and depositing it in your own bank account, local or state travel seller laws are not likely to apply to you personally. However, to be sure you are in compliance with the independent contractor agreement you signed with IntelTravel.com, you should review local and state laws for any applicable requirements.

Some local jurisdictions may require you to obtain a business license for a nominal fee or may have other regulatory requirements. You are responsible to confirm your local requirements.

Florida Residents

As of this writing, Florida requires Independent Travel Advisors residing or selling in Florida to complete and file a simple form with the Travel Seller Section of the state Division of Consumer Services. The toll-free number for obtaining the form is: (800) 435-7352.

Do I Need Errors & Omissions Insurance?

Other travel agencies may recommend errors and omissions insurance (E&O) because they require their Independent or Home-Based Travel Advisors to do more of the transaction work themselves, exposing them to more liability. IntelTravel advisors are often referral advisors; we do most of the work for you, our systems are fully automated, and our advisors do not collect funds directly for travel sales. As long as you work in compliance with our written agreement and training instructions, your activities are covered by the E&O insurance that the agency carries. In our history, there has never been a claim against one of our advisors. Of course, we do not discourage you from carrying your own coverage especially if you approach your travel business more aggressively, more full time, etc. There are several E&O products specifically for independent advisors. Annual premiums range from \$300 to \$500 USD. We can provide contact information for these insurance companies if you are interested. Note: If you operate your travel business under a name other than your personal name as an Independent Travel Advisor of IntelTravel.com, for example "Bob's Sun &

Travel", it is recommended that you carry your own E&O insurance in the company name you use.

Residents Or Citizens Of Other Countries

International tariffs, duties, costly ticket delivery and other factors contribute to the inefficiency of purchasing travel through a continental United States-based travel agency when the travel is originating in another country. Of course, this may not be of concern to travelers who have priorities other than cost.

For your friends or associates who reside outside the United States (full- or part-time), or are citizens of another country, the benefits of becoming an Independent Travel Advisor with IntelTravel.com may be diminished. In some cases, the most competitive local faring may not be available, and income from travel sales commissions will be hampered by non- competitive pricing or offset by costly international document distribution or banking. In addition there are issues of language, hours of operation/ time zones, toll-free telephone access, etc. However, we have newly expanded into several Caribbean countries with a U.S. based platform. See the Independent Contractor Agreement for details.

Future plans at IntelTravel.com include expansion into overseas markets. Inteltravel UK has launched as of July 10, 2017 with other territories to follow. Updates on future launch dates will be provided.

Photographs & Feedback

At IntelTravel.com, we welcome the contributions of our Advisors and their clients. We value your suggestions, comments and testimonials about places you have visited, services you have received and your experiences and successes as an IntelTravel.com Independent Travel Advisor. You may have tips or advice for your fellow Independent Advisors for selling travel or earning referral fees. Please share any success you've had with customerservice@inteltravel.com. or on IntelTravel's Facebook page – www.facebook.com/IntelTravel (please "like" and "follow"), or use the "Speak Up" link throughout the website.

We also welcome photographs of our Advisors and customers traveling the world. Mail to: IntelTravel.com, 777 East Atlantic Ave, Suite 300, Delray Beach, FL 33483, or e-mail: customerservice@inteltravel.com

We regret that materials cannot be returned, so keep copies for yourself. Your submission constitutes your agreement to unconditional use of the materials by IntelTravel.com.

Changing Status

Advisor certification, like a drivers license or a professional status, cannot be transferred to another person. For those who enrolled in the past as Secondary Advisors, Secondary Advisor status can be changed to Primary status by paying the difference between Primary and Secondary enrollment fees and by paying Primary status monthly access and annual renewal processing fees thereafter. Secondary Advisor status is no longer offered to new advisors.

Commission Income Reporting: Form 1099

In accordance with applicable US laws, all individual Advisors whose annual earnings from IntelTravel.com total \$600 or more will be provided with Form 1099 income reporting statements from IntelTravel.com. If your Social Security number is not on file with IntelTravel.com, you are required by law to provide it upon request. IntelTravel.com uses secure systems and protects your personal information.

Reservations Options

Thanks to online technology revolutions, our Advisor Only area is powered by state of the art, easy to use, automated booking engines for researching and booking travel across the widest array of brands and Travel Partners in order to earn the highest commissions on travel purchases for friends, family, and other clients or your own business and vacation travel.

As an IntelTravel Advisor you are NOT limited to booking only through these online resources. You may book with Travel Partners in any method that is allowed for travel advisors in general, including booking on the Travel Partners brand websites, over the telephone and in person at a reservation counter. Still in the travel industry, there are certain types of travel products and services that are just not available or effectively booked online. However there are advantages to booking through IntelSearch, our online engines – and special instructions you need if you are to book in other ways. IntelTravel does not change your commission based on the method you use to book (some Travel Partners may offer incentives to book in certain ways).

How do I book travel? Can IntelTravel.com book travel for me?

As an Independent Travel Advisor with IntelTravel.com you have the exclusive capability to search and book travel yourself through IntelSearch, our online booking engines, and directly with Travel Partners. IntelTravel staff do not research and book the travel for you or your customers.

See this section for specific instructions on booking most types of travel, and also see **IntelTravelUniversity, our basic training video series under the Education tab in your back office.**

IntelSearch

Booking Online At www.IntelTravel.com

To book online through IntelSearch, just follow these simple steps...

1. Log onto IntelTravel.com using your Advisor PIN and Password.
If you cannot locate your Advisor PIN & Password, see your Welcome Letter email, or contact customerservice@inteltravel.com.

2. Enter your travel request into IntelSearch and select a type of travel (Cruises, Vacations, Hotels, etc.) or click on Booking Engines (left side of screen).
Booking engines may take a moment to load.

Note: Travel Advisor Rates and FAM Trips, when available, are NOT booked through IntelSearch. Travel Partners require you call them directly for these rates or follow other instructions. See the Training Manual and the FAMs link in the Advisor only area of IntelTravel.com, and other questions in these FAQs).

Cruises: all major brands worldwide

Vacations: There are not yet reasonable booking engines for this type of travel product in the travel industry in general. Instead IntelTravel provides links to its preferred vacation and tour partners, as well as many other recommended brands for niche markets such as Safari, Student Travel, etc.

Hotels: All Major brands worldwide

Car Rentals: All major brands worldwide
Flights: All major brands worldwide

Travel Insurance: Insurance quotes will automatically appear in the Air booking engine and Cruise booking engine, on the final invoice page. You and your customers can opt into this coverage. In addition "Insure It" buttons appear throughout the website and will take you to an insurance quote tool for all types of travel. IntelTravel strongly recommends travel insurance protection.

Other Valuable Travel Services: In addition, other valuable travel services, that will add to your clients' travel experience and add to your commission earnings, are available through links on the website, including...

Vacation Packages, All Inclusive Resorts, Escorted Vacations & Tours
Sightseeing, Shore Excursions

Private Drivers & Guides,
Airport Meet & Greet

Event & Show Tickets, Activities

Car Service & Limousine

Passport & Visa Expediting Service



See the IntelTutorials link in your Advisor Only area ("back office") for recorded webinars with instructions and tips for using these booking engines. Of course, all IntelTravel technology is designed to be intuitive – you do not need a class to operate the booking engines. But tips can save you time and make you more effective.

Select the booking engine you need to begin your JOURNEY

CARS	CRUISE	FLIGHTS	HOTELS	VACATIONS	INSURE IT
------	--------	---------	--------	-----------	-----------

Airport, Landmark, City, Address or Zip Code:

Search Distance

Air Travel

IntelSearch provides the only guaranteed way to earn commission on Air Fare. Commission is not paid when booked directly through the airline or any other booking engine. IntelSearch adds a service fee to each airline ticket, which you share in. For the most part, US Domestic Flights (from an airport in the US to another airport in the US) do not pay commissions. International Flights nearly always pay commissions. First Class and Business Class tickets pay the largest commission. Airline Commissions range from 2% - 20% of the base fare (without taxes and fees). Some specialty airlines (Middle Eastern and Luxury carriers) pay up to 40% commission, but the average is 3% - 8%. See the website for current contracts and details. Please note that most air tickets are non-refundable and non-transferrable. Most will allow changes to dates and/or city pairs with change fees that range anywhere from \$75-\$300 depending on the airline. If there is a difference in fare, it will also need to be paid by the client for the tickets to be re-issued. Names must match exactly as they appear on their government issued photo ID. Failure to comply may result in your client(s) being denied boarding by TSA. Airfare quotes are never guaranteed and are subject to change, prior to ticketing.

Current Air Booking Policy for Flights Originating Outside the US:

We have updated this policy and are happy to allow Air Travel originating outside of the United States and Canada. IntelTravel.com is dedicated to protecting our clients, advisors, and the company, so there are some restrictions on airport origin/destination. Also, please always check the TSA website for airports that may be under civil unrest or on the terror watch list and suggest alternative points of entry or even different vacation destinations to your clients. Also check with our air consolidator partners www.skybirdtravel.com and www.farebuzz.com

Can't Find the Trip or Supplier I Want on the Website

As an Independent Travel Advisor with IntelTravel.com, you are empowered to search and book travel yourself through our easy online booking system IntelSearch. But when the Travel Partner or trip you want does not seem to be available through IntelSearch, you are allowed to book directly with the Travel Partner and still earn your full commission. Take care to follow these steps to ensure your commissions is not compromised when booking directly, however:

1. Determine the Travel Partner – always start with IntelTravel's Preferred Travel Partners Directory in the Advisor Menu – or through your own research or ask us for a recommendations.

Cruise Lines should be members of CLIA (www.cruising.org). Vacation companies should be members of USTOA (preferable, for consumer protection) or ASTA (American Society of Travel Advisors).

2. Contact the Travel Partners of your choice and research your options

Identify yourself as an Independent Travel Advisor with IntelTravel.com. Once you have selected your travel arrangements...

3. Provide the Agency's Numeric Industry Codes.

See your welcome Email for these codes. Remember, your PIN is used only with IntelTravel.com. NOTE: Do NOT change the IntelTravel.com official agency address and contact information to your own personal information.

4. Request copies of all Documents and Confirmations be sent to your Agency, IntelTravel.com

In this way, we will monitor your arrangements and track your commissions. A minimal transaction fee will apply for the manual entry required to report and track commissions on bookings made outside of the IntelTravel.com booking engines.

5. Send copies of all Booking documentation/confirmations to IntelTravel.

This is required in order for you to receive your commission. Utilize the **REGISTER MY BOOKING** tool in the Advisor Menu in your back office; Once you have booked with a Travel Partner you will receive an Agency Invoice, by logging onto IntelTravel.com with your Advisor PIN and Password you can select REGISTER MY BOOKINGS and follow the steps to enter the booking yourself! Be sure to enter the Total **Gross** Amount along with the Total Commission; you will also be prompted to upload a Confirmation Document.

6. Remember that at all times you represent the company:

And many thousands of fellow Independent Travel Advisors around the world. Please be professional and polite regardless of circumstances. Should any issues arise it is best to contact custmerservice@inteletravel.com and allow IntelTravel.com to contact the Travel Partner on your behalf.

Note: Do NOT accept a "NET" price (a price where the Travel Agency commission is already deducted).

In accordance with your Independent Contractor Agreement with IntelTravel.com, all commissions must be paid directly to your Agency, IntelTravel.com, after which we will deduct our small portion and forward your share to you! Remember, the Travel Partner would not accept a booking directly from you without affiliation with your Agency, IntelTravel.com. Failure to comply with these rules could result in termination as an advisor.

Are Your Prices Higher Or Lower Than Travelocity, Expedia Or Other Travel Websites?

As an IntelTravel Advisor you have the huge advantage of offering a Best Travel Price Guarantee to your customers. IntelTravel travel prices should never be higher – and might often be lower due our negotiated rate contracts, exclusive relationships, and the methods and resources we employ that other booking engines and travel websites will not. Of course, it is not always just about price, and if you are providing a value service to your customers, if they trust you and know you care about them, then a few dollars more or less should not make a difference.

Concentrate On Better Customers: The best customers are loyal to you because of your relationship and will value the way you service them. They will often feel a small difference in price, if there is any difference at all, is worth it for the security and pleasure of giving you their travel business. Conversely, if you find you have customers who are constantly shopping other travel outlets and focused solely on minor price differences, they are not the kind of customers you want. It is sometime ok to “fire” customers like this. They take up your valuable time which could be spent on more lucrative accounts.

Make Sure It's A Valid Comparison: It is also important to remember that Travel Fares and Rates are set by the travel supplier – our partner cruise lines, hotels, vacation companies, etc. – and not by IntelTravel.com or any other travel agency. These prices are built on complex factors like class of service (e.g. first class vs. economy), types of rooms and cars, availability for your selected dates, yield management and occupancy considerations by the supplier (how full they expect to be for those dates), the day and even the time you make the reservation, travelers age and state/province of residence, and more. Therefore it is critical to any comparison that these factors are exactly the same for each price quote. In other words, you have to compare “apples to apples” and not “apples to oranges.” As part of IntelTravel's Best Price Guarantee, we provide an easy online tool to confirm just that.

All Best Travel Price Guarantee claims must be made online through the tool provided under “Our Guarantee” on the website.

IntelTrust Best Travel Price Guarantee!

Book and confirm any type of travel through IntelTravel.com, and if you find a directly comparable lower price within generous notice periods, we will match or beat it. If we fail to match or beat the price, IntelTravel.com will issue you an IntelBucks credit of 110% of the difference for use toward future IntelTravel.com travel purchases.

Conditions apply. See the website for complete details

Beware “Net” Rates

When the Travel Partner deducts the full agency commission from the total Gross price of the booking, we call that a “Net” rate, or net of commissions (after commissions have been deducted). Meaning that the advisor will receive the benefit of 100% of the commission in a reduction, instead of the share to which the advisor is entitled as commission payment after travel, as in our written commission policy. Advisors must always pay the gross rate, or the rate including IntelTravel's full commission, when the final payment is due to the Travel Partner. Then the commission will be paid to IntelTravel after travel is complete, and shared with you the month following that.

Net Rates are strictly prohibited in your written IntelTravel.com Independent Contractor Agreement. If you accept one, even by accident, IntelTravel.com will hold you responsible for the missing commission and any other expenses required to collect it from you. This would be a serious violation of your agreement, and in addition to any legal remedies IntelTravel may pursue, it could result in termination as an Advisor.

On rare occasions Travel Partners may require advisors pay for the travel purchase via IntelTravel.com agency check. If you receive a phone call or an email note from the Travel Partner asking if this is possible, please submit a written request to customerservice@inteletravel.com

Payment

IntelTravel.com encourages advisors and customers to pay for travel purchases by credit card for their protection. IntelTravel Advisors may NOT accept checks or cash from customers in accordance with your written IntelTravel.com Independent Contractor Agreement. This includes utilizing PayPal, Square, or any similar service, to receive payments from clients.

IMPORTANT: Use the official credit card authorization form provided in “Sales Tools” in the Advisor Only area of the website, EVERY TIME you collect credit card information from your customers to pay for travel and other services. Failure to secure authorization in this way could result in a chargeback of credit card funds by your customer, for which you will be responsible. IntelTravel reserves the right to collect any such chargebacks and associated penalties and costs from you, including offsetting any amounts you owe from commissions or other payments due to you from IntelTravel.

Registering On Supplier Websites

Most Travel Partner or travel trade organization websites ask for two types of information: Your personal contact information as an individual Independent Travel Advisor, and the contact/identification information for your Agency, which in your case is IntelTravel.com of course!

Unfortunately some Travel Partner and travel trade organization sites may not be clear in the way they ask for information; in cases such as this contact customerservice@inteletravel.com for assistance

Agency Information You Will Need:

Agency Name: IntelTravel.com (may sometimes automatically appear as our legal entity name: 45 Buyers Group)

Agency Main Telephone: 800-873-5353

Agency Fax: 561-272-0813

Agency Address:

777 East Atlantic Ave, Suite 300, Delray Beach, FL 33483

IntelTravel.com's Agency Identification Code (ARC, CLIA, etc.): see your Welcome Letter Email

Agency E-mail: customerservice@inteletravel.com

Agency Manager or Administrator: Dayna Smith

IMPORTANT: You must be very careful not to change the Agency's official information in a Travel Partner's database by entering your personal information instead. ALL registrations should contain Inteltravel agency information only--NO EXCEPTIONS!! failure to comply with this rule could result in termination of an advisor. When in doubt, call or email the support for the website you are working on, OR contact customerservice@inteletravel.com

What If It Says I Need to Be Approved By My Agency?

Some Travel Partner sites require verification by your Agency and will automatically contact IntelTravel management for approval for your registration. You do not have to contact us.

The Travel Partner Said My Identifier is 45 Buyers Group, Not IntelTravel.com:

Technically, our legal entity name is 45 Buyers Group. Travel Partners are supposed to have our legal trade name, IntelTravel.com, in their system. For now, please return to the Travel Partner with this explanation if necessary. Also, it would be very helpful if you could provide us the Travel Partner company name, contact name and contact information for the person you spoke with, by email to customerservice@inteletravel.com. IntelTravel.com will follow-up with notice to clear up their records to avoid any confusion in the future.

The Travel Partner Said All Travel Documents and Commission Checks Will Be Sent to My Agency, IntelTravel.com. How Do I (or my customers) Get Them?

As long as you identify yourself as an "Independent Travel Advisor for IntelTravel.com", all Travel Partners will be happy to work with you, answer your questions and assist you with reservations for yourself and your customers. They will provide sales tools, brochures, etc. as well (though most of that is now simply automated on major Travel Partner's websites, and can be accessed by registering in their Travel Advisor area with IntelTravel's ARC or CLIA number). The only time most Travel

Partners insist on dealing directly with the agency operations center is when documents are transmitted or delivered. At that point, we forward all documentation for your bookings to you by fax or email or first class mail, as necessary. In most cases IntelTravel.com will forward all travel documents free of charge; however, if you received a Travel Advisor Rate or would like the documents sent via FedEx, you must pay shipping fee.

Commissions are always paid directly to your agency, IntelTravel.com. We then report them to you, and pay you your share. Log onto www.IntelTravel.com with your Advisor PIN and Password, and click on **Commissions** (in the Advisor Menu) for all the detail on how this works. You can view your sales on your **Commission Report** there as well, 24 hours a day, 7 days a week.

YOU KNOW
YOUR CLIENTS
BETTER THAN
ANY ONLINE
TRAVEL
WEBSITE

5 Commissions

Here are some frequently asked commissions questions

How Much Commission Do I Receive?

Commissions vary by type of travel, by supplier and by the actual product sold for that Travel Brand. Generally commissions paid by the Travel Partner to IntelTravel range from 10% - 16% of the base fare (not including taxes and fees) for most travel products, and then you receive your share of that amount from IntelTravel. Some products like Travel Insurance and certain airlines, or certain limited time bonus commission offers, pay commissions of 18%, 20% and more. Cruises and Vacation Packages and Tours pay 10 - 16% generally, and hotels and car rentals 10% generally. See the Preferred Travel Partner Directory in your back office for current detailed commissions, but always confirm the commission with the Travel Partner during your research and at the time of booking.

Log into IntelTravel.com using your Advisor PIN and Password (see your Welcome Letter email or contact customerservice@inteltravel.com for this information).

Then view the complete commission plan by clicking on the Commission link in the Advisor menu.

IMPORTANT: You must be logged in with your Advisor PIN and Password to view this page.

When Do I Get My Commission? When Will I See It In My Commission Report?

Commissions are "earned" when IntelTravel.com receives payment from the Travel Partner (hotel, cruise line, etc.), typically 30 - 60 days after travel has been completed. Please do not request commissions upon purchase and payment, prior to travel, immediately after travel is complete, or any time prior to 60 days after travel is complete.

Commissions are paid to you approximately 15 days following the close of the month in which commissions are paid to IntelTravel.com by the Travel Partner.

So, if IntelTravel.com receives a commission check from the hotel or cruise line in February, you receive payment in March. A minimum of \$25.00 per month is required for checks to be issued. Monthly commissions of less than \$25.00 will be accrued and paid within 10 business days following the close of the month in which the balance in your account meets the minimum.

How Do I Get Paid?

Inteltravel uses Hyperwallet to pay your commissions to you. For a minimal fee, you will enjoy the convenience of your commission check being either direct deposited, available on a pre-paid credit card, or sent by paper check. Details and FAQ about Hyperwallet

For the best explanation of commission and how they work, see the Commission link in your back office. There are example calculations and all the details you need to fully understand how you earn. Also IntelTravel's Basic Training video course, InteltravelUniversity, has an easy to understand short video on the subject (Dec 2015).

are available in Knowledgebase or see the Commission Link for complete and current details.

Go For More! - Bonus Commission Amounts

As an IntelTravel Advisor you can earn your way to a higher commission share by reaching certain sales goals. See the Commission link in your back office for the current plan.

Powerful Travel Commission Overrides

Under certain conditions you may be able to earn an override on the travel commissions earned by Advisors you have introduced to IntelTravel.com. This is powerful residual income, and includes commissions earned by your referred Advisors on travel they sell to others and even travel they purchase for themselves. See the Commission link for complete current details.

Check your travel sales and commissions at your convenience (24/7)

Log into IntelTravel.com with your Advisor PIN and Password, click on **Commissions** (in the Advisor Menu, then click on Commissions Reports. Report missing transactions to customerservice@inteltravel.com. Please note that some information may appear as "TBD" or "0". This is normal and will change when the payment is received from the Travel Partner providing the final and full information for the booking. TIP: if you booked directly with the Travel Partner and did not use the Register My Booking tool, it will not show in your Commissions Report; therefore for the most up to date **Commissions Report**, book through IntelSearch whenever possible.

Independent Contractor Tax Status

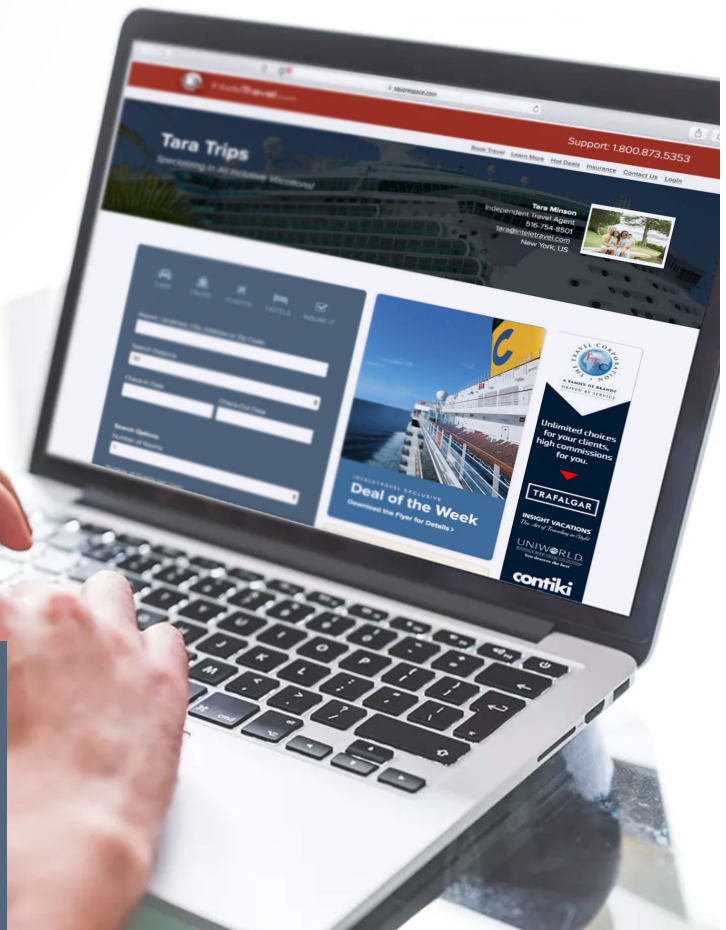
As an IntelTravel Advisor, you are an independent contractor operating your own business from your home or office. This may allow you certain tax advantages, such as tax deductions relating to then operation of your business (telephone and other expenses) or the expenses you incur while traveling for professional educational purposes (to learn about a new destination, etc.). **Please consult your own tax advisor about your particular situation.**

Your status also creates certain tax-related responsibilities. Since you are not an "employee" of IntelTravel.com, you are not eligible for any employee benefits such as health care or vacation, and you are responsible for any and all taxes related to the commissions, prizes and other compensation you may receive from us or any of our partners.

IntelTravel.com is not permitted to withhold taxes on your behalf. Please refer to your Independent Contractor Agreement for a complete statement of your responsibilities.

Where Can I Send My Clients To Search And Book Travel?

Being an IntelTravel.com Independent Travel Advisor comes with the added benefit of a personalized website which you can direct clients to search and book travel. Your personalized website incorporates the IntelTravel.com public site into a personalized booking engine and marketing tool just for you!



NO EXTRA COST

IntelTravel.com charges NO design or set up fees – which would normally be hundreds to thousands – NO monthly hosting fees – other companies charge from \$20 - \$100 per month. With your personalized advisor website not only do you earn thousands, you save thousands as well!! Your advisor PIN is embedded in your website to keep track of all bookings made through your personalized website; we do the work for you!

I Hit Upload But Can't Find My Website

Every website must be approved by IntelTravel.com to ensure professionalism, accuracy, and appropriate content and photos; this can take up to 48 hours for approval. You will receive an e-mail notification as soon as your site is approved and live for you and the public to see; you will also be notified should any changes need to be made for approval. If you still have a problem, such as being directed to IntelTravel.com or the Advisor home page, make sure you are logged out of IntelTravel.com. You may also have to delete cookies on your computer, because our site is recognizing you as an advisor and attempting to direct you to the appropriate area rather than a consumer website. Also check to make sure you are not using www. in front of your website address.

Can I Make Changes To My Submitted Website Information?

Once you have created your FREE personalized website, your Advisor Back Office which is accessed by logging into IntelTravel.com with your Advisor PIN and Password will have a link in the Advisor Menu that says "Edit My Website." Here, you can redo your page as many times as you would like, changing your photo and any other information; remember the 48 -hour approval period still applies to each new Upload.

Why Do I Have To Include My Email Address?

The users (your clients) of your personalized website are your customers. In order to instill trust and credibility you must provide them with at least one way of

contacting you. Email is the least invasive form of contact. However, we recommend you also provide a phone number.

What Type Of Photo Am I Allowed To Use For My Personalized Website?

You must use a professional-looking photo, with just YOU – no other people or objects. If your spouse or partner is an IntelTravel Advisor as well, they may be in the photo. See the Create My Website page for details on size, etc. Aspect ratio is automatically accommodated without distorting your photo, so nearly any photo will work, including a standard 4X6 photo from a digital camera. (No funny hats, please!) Once your photo has been submitted it will take up to 48 hours to be approved; you may change your photo and other information as often as you like.

Can I Change Other Things On My Site Besides The Banner With My Personal Info?

NO. Of course you can go through the work and expense of building your own site and providing a link to your FREE Personalized Travel Website for all the booking functions. Remember, any custom work you do on your own materials or websites must be submitted for marketing review and approval. See the Sales Tools link for more on this.

What If I Have A Common Name And Someone Else Already Has It? OR What If I Want To Use Something Other Than My Name As My Website Address?

Consistency and ease of use makes for better marketing for YOU, therefore we have set up our system to establish all personalized Advisor websites in the same way, first and last name -DOT- IntelTravel.com. If someone already has your name, you will receive a message suggesting you try a variation of your first name, middle initial, and last name etc. All personalized websites must feature an actual Advisor's name (a person), in addition to any travel business name you use.

How Will I Get Paid Commissions For My Clients Who Purchase On My Personalized Website?

Any purchases made directly through your Personalized Website will automatically appear in your commissions report. Standard commission policies apply.

How Will I Know What My Customers Have Purchased, Who Has Visited The Site, How To Contact Them?

You will receive an email notification every time a new customer registers as a user on your FREE Personalized Website, and when users register on our public booking engine on the corporate site (as long as the customer enters your Advisor PIN). Your commission report, which is available 24/7 via your Advisor Back Office accessible by logging into IntelTravel.com with your Advisor PIN and Password, will automatically reflect any bookings associated with your FREE Personalized Website or bookings made on the public corporate site using your Advisor PIN. In addition you will receive copies of any confirmation emails your clients receive on their bookings.

Can My Customers Come Back And Find Their Itineraries And Bookings?

For now, they simply contact the Travel Partner (hotel, cruise line, vacation company, etc.) listed on their e-mail confirmation either by telephone or through the Travel Partner's own website. Confirmation numbers and other details on this form usually give access to Travel Partners' online itineraries and possible even additional travel options (shore excursions, seat selection, etc.). COMING SOON - My Itineraries feature for your travel clients to access their IntelTravel purchases online through your FREE Personalized Website.

How Do They Make Changes And Cancellations?

For security reasons and to keep customers from accidentally canceling important travel arrangements, Travel Partners (hotels, cruise lines, etc.) do not usually make Cancellations possible through online booking engines. How to cancel depends on the Travel Partner and the type of travel booked. Customers should simply follow the instructions always included in the email confirmation. If a customer contacts you, make sure you take the necessary steps for them **immediately**, by either contacting the Travel Partner, or asking for help from CustomerService@IntelTravel.com.

Cancellation policies and any penalties vary by Travel Partner and are always disclosed prior to purchase, and listed on all confirmations. Please be sure to read and understand all change/cancel procedures and explain them to your clients prior to purchase as fees cannot be waived. Modifying or canceling another advisor's bookings is strictly prohibited. Failure to comply with this rule could result in termination of the advisor. Additionally, Inteltravel will not release confirmed bookings back to the vendor or to another host agency. The client will have to cancel the current booking, pay any applicable fees, and re-book. Any questions/concerns, please email CustomerService@IntelTravel.com.

Now That I Have A Website, What Do I Do With It? How Do I Get People To Go There?

Be sure to join one of our Webinars or listen to one of our weekly conference calls - live or replay these in the IntelTutorials archive at www.IntelTravel.com - featuring Marketing training or the special topic: **How to market your Free Personalized Travel Website**. For now, send out an email to family, friends, coworkers, customers from another business, members of your club - everyone you know - with your new website address; print up business cards with this website address on them and give them out to everyone (see Sales Tools for easy online ordering); take out an inexpensive ad in your group or congregation newsletter, etc. See the training manual for more marketing ideas, like cooperative marketing deals with local businesses, for example.

TIP: Remember, no "www" in your personalized website address.

What If My Customers Shop On My Site And Then Go To Inteltravel's Public Site And Book?

We take many steps to ensure that you are compensated for your customers' business. Once they have visited your personalized site, IntelTravel.com places an electronic "cookie" on their computer to identify them if they visit the corporate site. However, some computer users delete these cookies. Before conducting their first search on your site or ours, your customers will be required to register as a FREE User, and then log in each time they visit the site after that in order to search or book. As long as they registered you as their Advisor, you will be credited for all their activity.

Remember, you are responsible for making sure your customers KNOW they are yours. It's your minimal job to make sure they use your PIN for all transactions, when necessary. Sorry, but PINs cannot be changed or added after a transaction is complete - no exceptions.

Business Cards & Other Sales Tools

From basic sales tools to business builders and gifts, IntelTravel understands the importance of branded logo items, personalized with your own contact information, to building your business. These sales tools and business builders will help you promote your travel business, get your name out there, encourage and reward customer referrals, promote events and act as giveaways, thank you gifts, signs and displays, and more. IntelTravel has partnered with one of the largest providers of high quality items of this kind, and professionally designed the products to have real impact. By ordering through our official Print Shop in the Advisor Only area, you ensure design and production quality, lowest pricing, and get fast, reliable online service – Guaranteed by a printing service with millions of customers nationwide. You also benefit from not having to design your own pieces and secure mandatory marketing approval from IntelTravel.

IntelTravel's Print Shop offers...

- Business Cards**
- Letterhead & Envelopes**
- Thank You Notes**
- Lawn & Car Door Signs**
- Banners**
- Magnets**
- Keychains**
- Luggage Tags**
- Clothing & Hats & More!**

How Do I Get Inteltravel.Com Business Cards? How Do I Track The Order?

Don't have your IntelTravel.com Independent Travel Advisor business cards yet? You are missing the first and easiest step toward a successful home-business in travel. You are also missing out on some of the best offers from cruise lines, resorts and theme parks, who often require an agency business card to verify your qualification for professional discounts. Ordering is just a click away. And don't forget these valuable sales tools, too: **IntelTravel.com letterhead, matching envelopes, business card magnets and promotional items with our logo.**

TO ORDER

Log onto the Advisors Only area of IntelTravel.com with your Advisor PIN and Password. Click on Print Shop (in Advisor Menu at left),

DELIVERY

Cards are printed by an outside supplier. Please allow 2 weeks from ordering for delivery. After that time, you may contact the supplier directly to check the status of your order by clicking "Order Status" link at the top of order screen, or calling the supplier directly at **770.431.0557**. Please do not call prior to the stated delivery time. See Innovative Marketing & Design's **Lowest Price & Satisfaction Guarantees!** Note: IntelTravel cannot

check the status of your order. You must work directly with the supplier. However your satisfaction and the quality of the products and service are guaranteed by the supplier.

When to Use Your Business Cards?

Once you have your cards, give them out to everyone you meet. Leave cards with the hotel manager or other Travel Partner to show your enthusiasm and get on their mailing list. Leave one with the tip at restaurants. Put one in the envelope when you pay bills. Post them in local stores, etc.

Can I Use My Own Logo? What Are The Rules About Using IntelTravel's Logo?

IntelTravel.com encourages its Independent Travel Advisors to employ creativity in their marketing of IntelTravel.com services and the Independent Travel Advisor Program. To protect all of our Advisors, and the quality of the company's image, there are several important and strictly enforced rules to follow.

TIP: Make sure you have set up your IntelTravel personalized website before ordering business cards, and you use that address on your cards and any other materials when possible.

Your Own Logo and Company Name

You may develop an original logo as long as it utilizes **your** personal or company name (**not** IntelTravel.com or any variation) with all of your own personal contact information (not IntelTravel.com's phone number, web address, etc.).

Inteltravel Logo

If you wish to mention IntelTravel.com in any way, you must identify yourself or your company as "**An Independent Travel (Agency, Advisor or Affiliate) of IntelTravel.com**"

Approved Logo Art

Your logo must be completely original and not an approximation of any of IntelTravel.com's logos or other intellectual property. If IntelTravel.com's logo is used, it must be our exact artwork as provided in your back office under Print Shop or by customerservice@inteltravel.com.

Mandatory Marketing Review

To maintain the quality of our business, and to protect the professional integrity of our Advisors, your final designs or materials must be submitted to IntelTravel.com for review and written approval prior to use. This is in accordance with your agreement as an independent contractor with IntelTravel.com.

Remember: When any relationship to IntelTravel.com is stated or implied, directly or indirectly, the design for any material must be approved in writing by the Advisor & Customer Service Department. (See "Mandatory Marketing Review" in your Agreement.)

Your creativity and cooperation are helping to build The Future of Travel!

Professional Privileges

No doubt that the opportunity to travel has always been a primary attraction in the decision to become a travel professional. Who can resist the prospect of discounts on hotel rooms, upgrades to suites, and special VIP attention? Yet, these travel benefits carry with them important professional responsibilities.

A Privilege: Any offer from a Travel Partner for discounts or other recognition of your professional status in the travel industry is a privilege that can be denied or made unavailable at the discretion of the provider. Travel Advisors accept this condition with appreciation for even the consideration of a benefit.

To Educate And Sell: Travel Partners make industry rates and privileges available in order to make their products and services more accessible to Travel Advisors. These offers are meant to further educate Advisors in the hope that they can more effectively recommend and sell to their clients. **Any advisor who makes use of a professional and service without the sincere intention to sell the Travel Partners product is in violation of their agreement with IntelTravel.com.**

Credentials & Security

Whenever you are traveling as a travel professional (with professional rates, or requesting professional courtesies), you are required to show identification to the Travel Partners. When making reservations be sure to confirm the type of identification required at check-in. Travel Partner policies differ, but be prepared to show an **Advisor business card**, and, occasionally, a letter of advisor verification on IntelTravel.com agency letterhead. E-mail customerservice@inteletravel.com to have a verification letter sent to you. **Always have your IntelTravel numeric industry codes with you** (NOT your PIN – which is only for use within IntelTravel, but the ARC, CLIA or other Agency identifiers provided in your Welcome Email).

Appearance & Attitude

When you are traveling in your role as a professional Independent Travel Advisor (requesting any professional privilege or discount from a Travel Partner), you are required to appear and act in a professional manner. You're more likely to be recognized with a Travel Partner's generosity, and you will help to maintain the professional image of your fellow IntelTravel.com Advisors. Always remember that you and the hotel clerk or other Travel Partner's representative are both professionals working in the same industry.

Dress Suggestions:

Men - Suit; sport jacket with slacks and shirt, sweater or turtleneck; dress shirt with tie and slacks.

“Most people have that fantasy of catching the train that whistles in the night.”

—Willie Nelson, American Songwriter (b. 1933)

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Women - Dress suit; skirt or dress slacks with blouse or sweater.
Children (under 16) - Neatly attired.

Unacceptable Attire:

Jeans, shorts, jogging tops, T-shirts, sweatshirts, tank tops, bare midribs or bare feet. There is no need to sacrifice comfort. However, if you prefer to travel dressed in an extremely casual way (in a warm-up suit, for example), then you should not request or expect professional treatment.

Other Requirements

In some instances, a Travel Partner may present certain requests or requirements in order to grant you a discount or other privilege. Maybe there is a maximum number of nights that the discount is available, or you are asked to take a 15-minute tour of the property; perhaps an introduction to the Manager on duty, or some other simple offer. It is your professional obligation to accept any such opportunity with gratitude and interest - they are usually fun, short and informative. Remember that the more you learn, the more you will sell and enjoy travel yourself.

Travel Partners are encouraged to comment on the performance of IntelTravel.com Independent Travel Advisors. For the protection of all IntelTravel.com Advisors, reports of unprofessional Advisor behavior are thoroughly investigated and may result in forfeiture of privileges and/or Advisor termination.

Hotels

Most hotels offer significant discounts to Travel Advisors, when space is available. In general, expect 50% off the rate offered to the public ("rack rate"), unless there's a special offer, called a "Familiarization," "FAM," "educational" or "introductory" rate, for Advisors making their first trip to the property. This rate can be as much as 80% off, but may be limited to a number of nights or subject to "black-out" dates.

How To Book: Contact online or call the 800 number for large chain hotels and ask for the number of the specific location you are interested in. (Try not to request Advisor rates online from

a large chain's main website or from the 800 service. These reservationists are probably not as interested as the local staff in promoting the hotel to Advisors.) Just before you make the direct call, place in front of you your IntelTravel.com Independent Travel business card or letter of verification (for the official Agency address and telephone numbers), your Agency numeric industry codes (NOT your PIN – which is only for use within IntelTravel, but the ARC, CLIA or other Agency identifiers provided in your Welcome Email), a pen and paper, and your credit card.

Hotel receptionist answers.

“May I have the reservations department, please?”

Call connected. Reservations representative introduces himself/herself.

“Hello, this is (YOUR NAME). I am a Travel Advisor with IntelTravel.com. Could you check availability arriving (DAY OF WEEK), (MONTH & DAY) for (NUMBER) nights, departing (DAY OF WEEK), (MONTH & DAY)? This is for me and my spouse, so I was interested in the Travel Advisor rate.”

Reservations representative will check and, if the hotel is not sold out or in the middle of a special season, he or she may offer the standard 50% discount.

You may also ask, “Is an introductory or FAM rate available?”

Remember that you are a certified professional Independent Travel Advisor, and IntelTravel.com is not a club.

Never use the words “member” or “membership.”

At some point, you will be asked for information about your agency. Use your IntelTravel business card for accurate response. If you are asked for the agency's ARC or CLIA number, be sure to read carefully the codes which apply to you from your Welcome Email. **Do not confuse it with your PIN.**

Once you have confirmed your reservation and provided billing information, ask for a confirmation number and confirm exactly what identification you will need when you check in: A business card, a letter of verification on agency letterhead (if a letter of verification is required e-mail customerservice@inteletravel.com).

Check-In and Upgrades: When you arrive at the hotel, be sensitive to crowded registration counters and overworked clerks. A word of sympathy or a special gesture, like being willing to wait, can go a long way toward creating a friendly, professional image for you and IntelTravel.com. It also may earn you some extra attention, like an upgrade to a superior room or suite. You may request an upgrade and, if available, you will often receive one. Be certain that you have the required identification and your confirmation number (write it on the back of your business card).

NOs: Hotels and other Travel Partners have developed many ways to say “no” to Travel Advisors without sounding impolite or ungrateful. Whatever the reason for either not offering a special rate, or providing an upgrade, you must accept it graciously and offer thanks for the consideration. Always remember, we are Advisors for hotel, cruise line, or other Travel Partner (who is likely to offer some benefit in the future, if we protect our relationship).

Car Rentals

Car rentals for Advisors can be booked in much the same way as hotels, though you will more often have to call a central reservations 800 number. Check availability and ask to what class of car the Advisor rate applies. Expect 10% to 30% off regular rates (car rental prices and profit margins are much lower than hotels). Some rental companies offer a flat daily rate for Advisors. Again, it is a good idea to reserve ahead of time and get a confirmation number. (Travel Advisor discounts at hotels and on rental cars may be offered at the last minute, in person, but there is a risk that nothing will be available.) Remember to ask what credentials you'll need. When you pick up your car, you may be offered an upgrade to a premium or luxury class at no extra charge if availability allows. Some agencies may also waive one-way rental drop-off charges (which can amount to hundreds of dollars).

Theme Parks, Shows & Tourist Attractions

Free or discount admission is offered to Travel Advisors by many theme parks. Call ahead to check policy and credential requirements, though reservations are not necessary. Discounts range from 10% to 50% or more, and some may be extended to others traveling with you. Otherwise, a smaller courtesy discount may be offered to the members of your party. When you arrive, proceed to the Guest Relations, Group or Administration office or window. Do not stand in public lines. (Please note: Disney properties, due to overwhelming popularity, require you to complete advanced brand education and have significant proven sales ability. No exceptions. Wax museums, stage shows and other tourist attractions have similar policies. Call in advance.

Airlines

With the advent of Frequent Flyer Programs, Gold and Platinum levels, and other promotions, upgrades have become an often-requested commodity in the airline industry. With that understanding, you should not expect any upgrades due to your Travel Advisor status. Some Advisors report better results. Keep in mind the suggestions for dress and manner - you will probably not be upgraded if you do not follow them.

At the gate check-in counter, offer your tickets and Travel Advisor business card to the gate advisor, say you would appreciate

an upgrade if space allows. Be sure to add that if no room is available, you understand and thank them for the consideration. Make your request discreetly if others are around you, speaking softly and cheerfully. Offer to take a seat quietly and wait for them to determine if there is space. Of course, when the answer comes, accept it graciously, no matter what it is.

Cruises & Other Industry FAMs

When space allows, cruise lines, tour operators and package companies offer open discounts only to those Advisors who qualify by meeting sales or educational criteria. However, most of these Travel Partners offer 50- 80% discounts on selected specific sailings or dates that are available to even beginning Travel Advisors.

Spouses are usually welcome at the same rate, and seminars may be offered on topics such as "How To Sell and Promote Cruises." Contact Travel Partners directly for available FAMs or reference the FAM section of our website for a full range of choices, which changes constantly. Most industry FAMs are offered with advance notice of at least a month or two, but space is filled quickly. On occasion, when space is overbooked, Travel Partners sponsoring these FAMs reserve the right to cancel Travel Advisor reservations and refund payments. (Inquire about cancellation insurance for any added arrangements, such as airfare.)

No Combinations

Of course, Advisor discounts or other privileges may not be combined with any other offer to the public, such as discount coupons, advertised specials, senior citizen rates, etc.

FAM Trips & Other Travel Advisor Benefits

What Are FAM Trips And How Do I Find Them?

Short for Familiarization Trip, FAMs are provided by Travel Partners like hotels, cruise lines, resorts, vacation and tour companies and tourism boards.

- ❖ Exclusively for Travel Advisors (spouse/companion usually welcome at the same rate or with a modest supplement)
- ❖ To "familiarize" you with their travel offerings
- ❖ To encourage your recommendations and sales
- ❖ Deep discounts - often up to 80%! - to help you travel more
- ❖ NOT commissionable to InteleTravel.com or you

What Are Travel Advisor Discounts, Privileges And Other Benefits? Can My Companion Come Too?

PROFESSIONAL TRAVEL Advisor PRIVILEGES

- ❖ **HOTELS** - Travel Advisor Rates, Upgrades & Other VIP Attention
- ❖ **CAR RENTAL** - Travel Advisor Rates, Upgrades & Other VIP Attention
- ❖ **CRUISES** - Travel Advisor Rates, Upgrades & Other VIP Attention
- ❖ **VACATIONS & TOURS** - FAM Trips, Travel Advisor Rates, Upgrades & VIP Attention
- ❖ **THEME PARKS SHOWS & ATTRACTIONS** - Travel Advisor Rates & Other VIP Attention
- ❖ **RAIL** - Travel Advisor Rates, Upgrades & Other VIP Attention
- ❖ **AIRLINES** - RARE: Upgrades & Other VIP Attention

Non-Advisor Spouse Or Companions

Typically, Travel Partners will extend Travel Advisor privileges to non-Advisor Spouses or other companions **as long as they are traveling with the Advisor**. Often Travel Partners will limit these privileges in some way. Common limitations are: One hotel room/cabin/car per Travel Advisor; or a maximum number of non-Advisor guests at the reduced rate. Occasionally, Travel Partners will charge a modest supplement over the Advisor rate for non-Advisor companions, still representing a significant discount from public pricing. Many Independent Travel Advisors find it advantageous to enroll their Spouses or regular traveling companions as Independent Travel Advisors for this reason. The enrollment fee can often be recovered in the savings on just one trip.

Airline Discounts

Travel Advisor Discounts on airline tickets (sometimes referred to as AD75 or similar) have become rare, and no longer represent a value to you. Discounts, when they are available, are taken off the highest possible fare and do not compare favorably with well-searched public fares. In addition, Travel Advisor Airline Discounts are subject to very limited availability and heavy restrictions - including stand by status (highly susceptible to "bumping") - that can interrupt your travel plans.

If you are interested in this Travel Advisor Benefit, please note that all major airlines reserve these fares for travel advisors who have proven their ability to sell. Beginning Travel Advisors qualify for a wonderful variety of discounts and privileges; however, some Travel Partners reserve certain benefits for Advisors who have proven their ability to sell travel.

How Do I Get Travel Advisor Rates?

Travel Advisor rates are not available through automated booking engines. Travel Partners (hotels, cruise lines, etc.) require that you call them directly for these privileges. Here are easy, step-by-step instructions...

- 1. Determine the Travel Partners** (hotel, car rental agency, cruise line, vacation company, etc.) through your own research or see FAM Trips below.
- 2. Don't forget FAM Trips.** Short for Familiarization Trip, FAMs are provided by Travel Partners like hotels, cruise lines, resorts, vacation and tour companies, tourism boards...
 - ❖ Exclusively for Travel Advisors (spouse/companion usually welcome at the same rate or with a modest supplement)
 - ❖ To "familiarize" you with their travel offerings
 - ❖ To encourage your recommendations and sales
 - ❖ Deep discounts - often up to 80%! - to help you travel more
 - ❖ NOT commissionable to IntelTravel.com or you

How do I find FAMs?

Our online E-Newsletter, IntelBytes, regularly delivers the latest FAM offers to your email box. Find an archive of past issues by logging onto the Advisors Only area of IntelTravel.com (with your PIN and password), and clicking on IntelBytes (in the Advisor Menu at left). In the Advisor Menu you can also click on the FAMs link for a library of current which IntelTravel staff have curated from industry sources. For thousands more, IntelTravel.com recommends a subscription to **FAMNews**, the industry's most comprehensive resource for Travel Advisor reduced rate offers. The FAMs link contains a special subscription offer just for IntelTravel.com Advisors.

How To Book

Contact Travel Partners with the information listed. Remember, these offers are at the discretion of Travel Partners. Some are last-minute, others are available long term, even year-round. You are an Independent Travel Advisor with IntelTravel.com, an industry endorsed agency (See your Welcome Email for IntelTravel's agency identifiers - ARC, CLIA and other numbers. Don't confuse them with your **PIN**, which is for internal IntelTravel use only).

Always confirm the qualifications required by the Travel Partner; a few FAMs may be reserved for Advisors who have proven their ability to sell travel. Confirm what qualifications you will need with the hotel, resort, cruise line or other Travel Partner.

- 1. Contact the Travel Partners of your choice and research your options.** Identify yourself as an Independent Travel Advisor with IntelTravel.com. Request an "industry rate", "educational rate", "travel professional rate", "courtesy rate", "FAM rate", etc.

TIP: Use as many terms as possible, as all Travel Partners use different terminology.

Do NOT request discounts from Airlines. Discounts from Cruise Lines usually require CLIA membership, though some FAM cruises do not (see FAMs above). See other FAQs on this list for more details on CLIA, Airlines or FAMs. Once you have selected your travel arrangements...

- 2. Provide the Agency's Numeric Industry Codes.** You are an Independent Travel Advisor with IntelTravel.com, an ARC, CLIA and Vacation.com endorsed agency (your **PIN** is for internal IntelTravel use only). NOTE: When speaking with Travel Partners, do NOT change the IntelTravel's official agency address and contact information to your own personal information.
- 3. What if a Travel Advisor rate is not available?** Can you be flexible with your travel dates? If still no luck, politely thank the Travel Partner representative and move on to another choice. With a few phone calls, you will find the arrangements you need. NEVER argue with a Travel Partner. See IMPORTANT note below.
- 4. Confirm Qualifications** Will a professionally printed travel advisor business card, an authorization on agency letterhead (provided with your welcome email), etc.?
- 5. What is the rate for non-Advisor spouse or companions traveling with you?** Typically, Travel Partners will extend Travel Advisor privileges to non-Advisor Spouses or other companions as long as they are traveling with the Advisor. Often Travel Partners will limit these privileges in some way. Common limitations are: One hotel room/cabin/car per Travel Advisor; or a maximum number of non-Advisor guests at the reduced rate. Occasionally, Travel Partners will charge a modest supplement over the Advisor rate for non-Advisor companions, still representing a significant discount from public pricing. Many Independent Travel Advisors find it advantageous to enroll their Spouses or regular traveling companions as Independent Travel Advisors for this reason. The enrollment fee can often be recovered in the savings on just one trip.
- 6. Cancellation policy/Confirmation number** Make sure you get this information and understand the cancellation policy and any penalties clearly.
- 7. Trip protection (travel insurance)** IntelTravel.com STRONGLY RECOMMENDS trip protection whenever available.
- 8. Remember** that at all times you represent the company and thousands of fellow Independent Travel Advisors around the world. Please be professional and polite regardless of the circumstances.

IMPORTANT: These offers are at the discretion of Travel Partners. They are privileges which can be taken from you if your actions do not reflect well on the professionalism of your fellow Independent Travel Advisors or IntelTravel.com.

How To Travel Like A Pro

Do's and Don'ts of FAM Trip Travel

FAM trips and Advisor rates are privileges that demand conduct of the highest professionalism. But even when traveling at regular rates, remember the partnership that we share with our Travel Partners — and act accordingly. Here are some helpful suggestions from veteran travel professionals:

Have a good time, but remember what you're there for.

Advisor rates and FAM trips are meant to educate, but think about what you could gain by making the extra effort to learn on any trip. Ask for a property tour or any other special information that may be available for Travel Advisors. Go the extra mile...ask to meet the sales manager and/or leave your business card. Of course, if you are invited to meet a manager or attend a pre-planned Advisor seminar, your attendance as a professional is not optional.

Act like a pro. Make requests in a respectful manner that recognizes you are asking for a favor. If it's possible, you will be accommodated. If it's not, you should be gracious and understanding. Be mindful of the fact that other passengers can overhear and be affected by your behavior...which reflects positively or negatively on InteleTravel.com.

Know as much as possible about the product ahead of time. That way, it will make more sense and mean more when you experience it. Plus, you'll be able to get additional information that could be valuable to you or your customers in the future.

Dress appropriately. That starts with the flight, and continues throughout the end of the trip until you arrive back home. The reality is, you're more likely to be treated professionally if you're dressed that way. Separate business from pleasure, and don't be too casual for meetings or seminars. Also, set a good example by following protocol for formal nights and other activities.

Be a little early for everything. Punctuality is the mark of a professional, so arrive early for seminars and airport check-in. Know preconditions regarding seating arrangements, upgrades and other accommodations. If your luggage is temporarily lost, follow the advice we give our own clients: Carry essential items (like medications) in a carry-on bag in case there's a problem. And be patient with the Travel Partner's advisors while they locate your bags. In your room, requests or complaints about air conditioning, plumbing, etc., should be directed to the appropriate personnel in a diplomatic way, respecting the partnership between you and the Travel Partner's employees.

IMPORTANT: Required Reading

Any Advisor who intends to make use of FAM Trips or other professional privileges is required to read this article on rules and guidelines.

Use good sense with the people you meet. You can tell people that you're a Travel Advisor -- but don't proclaim to other passengers that you're on a discounted FAM trip. Be sociable, but use discretion and act like a professional. **Above all, avoid soliciting travel or recruiting Advisors while on your trip, as your fellow passengers are likely to be there thanks to another Travel Advisor. Not only is stealing customers bad form, but Travel Partners cannot risk the backlash from other agencies. Such actions can bring about stern repercussions for you and InteleTravel.com.**

Ask about a Travel Partner's Advisor qualifications and room-sharing policy. Some trips are "for Advisors only," so check ahead before sharing your cabin or hotel room with a spouse or companion. Some are reserved for full-time agency employees (not Independent Travel Advisors) or have minimum sales requirements. There's no reason to feel awkward if you have the facts you need.

Engage in the kind of travel experience that your clients will. Get an education, but think from the standpoint of your family members, friends and associates. What part of the trip should you explore further or find out more about so you'll be ready to close a sale? Take notes and be a part of activities that will develop your skills as an Advisor.

Offer criticism through InteleTravel.com. If you have suggestions or criticisms about your trip, keep them constructive and e-mail or write them in a letter to InteleTravel.com. We want to know for the sake of other Advisors and customers. Our Advisor & Customer Service representatives can provide perspective and detailed knowledge about the Travel Partner in question and will advise you of any further action taken by the agency. Don't write directly to the Travel Partner, unless you are writing as a regular customer, and not as an Independent Travel Advisor with InteleTravel.com.

Finally, take the time to say "thank you". Everyone appreciates gratitude when they've gone out of their way. Rarely will things be 100% to your liking, but it has still been a new travel experience for you. Remember to acknowledge the Travel Partner's generosity through a verbal "thank you" to staff and crew who have served you well. Don't forget to thank maids and stewards with tips. And when you return home, send a thank you note to the appropriate representative on your InteleTravel.com stationery.

With these simple tips, you will do InteleTravel.com proud and promote our image as the most professional agency. At the same time, you'll enrich your experience, have a better time, see more, sell more and gain a better understanding of the world of travel.

What Is A Travel Agency Consortium?

It is an organization of independent travel agency members who utilize their combined selling power to grow their businesses and achieve more profits. Travel consortiums negotiate with Travel Partners, using the group's combined sales volume to achieve higher commissions and other incentives for travel agencies. They also often provide travel; education and travel marketing tools and programs for advisors, among other resources.

What Is Ensemble?

Ensemble is a very proactive leisure travel consortium that provides marketing and educational support association for top travel agencies. Ensemble helps InteleTravel in the negotiation of travel offers, advisor education, marketing tools for advisors and other resources. Ensemble does NOT sell travel to the public and does not earn commissions.

As an InteleTravel.com travel advisor you have access to all the member benefits of Ensemble.

Advisors can access Ensemble's Extranet through your Back office. Just go to VIP Partner Exclusives located under the Book Travel tab. Products, services, FAQs, and a webinar are included, as well as the link to access Ensemble. To activate, just click on the bottom of the page to "Get Started Today & Access Ensemble Travel"

What are the benefits of Ensemble relationship with InteleTravel?

There are many benefits of being a member of Ensemble but for now we will discuss the most important ones that you need to be aware of.

An Instant Marketing Plan – InteleTravel's Post Office

InteleTravel's Post Office Direct Mail and Email Marketing System is powered by Ensemble. This is a sophisticated marketing

program that offers over 100 campaigns each year in either email or actually printed direct mail (brochures sent by postal mail) that you can send to your travel customers with just a few clicks. On these mailings and emails, Ensemble is never mentioned anywhere, clients are always referred back to you, the advisor, in order to book any of the offers sent to them and to earn the commissions. There are many detailed benefits to this program – click the Post Office link. And watch the webinars in InteleTutorials on this subject, in your Advisor Only area of InteleTravel.com.

The Search Tab houses a database of all Ensemble's negotiated travel offers. It also allows an advisor to send emails to their clients regarding specific offers in the database.

Air By Ensemble

Ensemble has the Air by Ensemble/aviate help desk who can assist with quoting/ booking airline tickets. Some international tickets will even offer a commission. Please contact them to book. They can be reached Monday – Friday 9am – 9pm EST via phone at 844-291-4445 or email at aviate@ensembletravel.com

On Location

On Location is a great luxury program that is part of Ensemble to add those "upscale extras" for your upscale/ luxury/ elite clients. For example, once you book your clients' package through a supplier

(Funjet, GOGO, Apple Vacations, Globus, etc.), you would then contact On Location to get that extra VIP treatment. They are a luxury premium supplier that only handles requests for more complex, highly customized, group, and international vacations. For example, if you have clients going to London, On Location may assist with getting box seats at the Opera. Instead of the normal ground transfers, you could make arrangements for On Location to pick up your clients in a Mercedes or stretch limo. When you book your clients to stay in a castle in Ireland, On Location could arrange for a chef to prepare a private dinner for them in them in a private dining room of the castle. To locate, go to the Home page and click on the word Search and then click the supplier tab to the right. On the far right hand side of the page you will see the filters. Click on the plus sign next to the supplier type and select On Location.

Group Cruise Space Programs.

These blocked cruise group space programs – cabins reserved for InteleTravel advisors to sell on over 1,000 sailings per year – have two components: Ensemble Amenity Sailings and Ensemble Hosted Cruises. These are exclusive offers negotiated with the cruise lines by Ensemble and InteleTravel.com to make you competitive in the travel marketplace. Each program offers value-added benefits and bonus extras on the client's cruise at no additional cost to the client or the agency.

Sell Groups – But We've Done The Work For You

More advanced travel advisors know that group cruise sales are an excellent strategy for success, and they have gained the knowledge to do it. But for starting or less advanced advisors, it can be intimidating. Until you have experience, InteleTravel provides these programs as a way for you to offer the benefits of group cruise inventory (special pricing, added extras, exclusive and competitive offers) without having to do all the work on your own. You don't have to negotiate the deals with the cruise lines, be responsible to sell the whole group,

administrate the group with rooming lists, etc. We have done it all for you, and you can sell into any of these existing groups with just one cabin, or two or ten!

- ❖ Ensemble Hosted Cruises offers special packages on select sailings with the more upscale cruise lines, that include a free exclusive shore excursion, a Welcome cocktail party on the ship, and an onboard concierge host.
- ❖ Ensemble Amenity Sailings program offers exclusive onboard amenities on select sailings with preferred cruise lines at no additional cost. They might include onboard credits, in room gifts, special events onboard, discounts and other offers. Offers vary by sailing.

To book clients in any of these programs, advisors search the cruise tab and look for the deal icon on many sailings. Hover your mouse over the icon to see the offer details. The list will also give either a group number or a code and will state all amenities, shore events, and other benefits for each sailing. Instructions are given for how to contact the cruise line directly, identify yourself as an advisor with IntelTravel.com and an Ensemble member and state that you would like to book clients into the specific ship, sailing date, and IntelTravel group number or Ensemble group number.

These are commissionable bookings and commissions will still be paid by the cruise line (not Ensemble) to IntelTravel.com directly.

How can I update my Credit Card Information? Is it secure?

Log onto Inteltravel.com with your PIN and password, click on My Profile (in Advisor Menu at left, or at top of screen), then Update Billing Information, Check for a valid credit card number and current expiration date.

Note: Inteltravel.com is secure and your personal information is protected.

Why can't I have two names on one account?

Due to travel industry regulations and the way industry partners recognize travel advisors, there can be only one name per advisor account. Business names can be utilized with Inteltravel and commission payment checks can be issued in business names when requested and a TAX ID is provided. Like a real estate license or driver's license, a travel advisor "team" can both go in the car together but legally only the person with the license can drive. You can certainly market yourself as a team, but only one name with matching social security number per account can be in our system as the advisor.

Credit Card 2 Max Rule Per Person

An advisor can only have 2 people on one credit card number. If you wish to remove one person from your card so you can add another, the advisor you are paying for must update their credit card information or be canceled.

How Can I set up a Payment Plan?

Payment plans for cruises and vacation packages are determined by the cruise lines and package suppliers and are based on how far in advance the trip is booked, the total price of the booking, etc. most suppliers allow you to pay a deposit at the time of booking, then you can pay the rest in designated installments.

How can I book Expedia TAAP?

Inteltravel does not participate with Expedia TAAP. Inteltravel offers our own booking engine in your advisor back office which allows you to book air, cars, hotels, cruises, and vacations. Additionally, Inteltravel allows for you to be registered with a multitude of suppliers direct advisor websites using our agency identifiers (please e-mail customer service using the Contact Us page and selecting Supplier Registrations indicating which suppliers you will need to be registered with). Furthermore, you can book directly with the supplier as long as you provide the agency information at the time of booking. By booking in these manners, you are ensured the highest commission rates in the industry. Inteltravel always strives to ensure the highest earning potentials!

Can I book a Package in our Booking Engine?

Through our booking engine, air, hotel, and car are done individually. When you need to book a vacation package you can do it through a supplier like Funjet via VAX. Let customer service know if you need to be registered for VAX.

I did not pass security for my flight or hotel

The error message you received indicates that the name on the credit card did not match the name of the lead passenger. Please ensure that the credit card being used to purchase the air tickets matches exactly the name of the lead passenger being booked for the flight. (If they say it's the same, ask): Are you using a debit card? If they are: many suppliers don't accept debit cards because there's no line of credit attached--it's just what's on the card.

How Do I use a Third party Credit Card on the Booking Engine?

The Inteltravel booking engine does not allow for the use of 3rd party credit cards. The credit card must either match your name or the first passengers name

identically. If you need to make the hotel reservation immediately, please call the hotel directly and provide the agency IATA/ARC number at the time of booking; you will then need to register this booking in your advisor back office.

How can I add my Golden Ticket banner to my Inteletravel website?

We are not able to attach a banner of any kind to an advisor's personalized website.

Why is there a booking fee?

InteleTravel incurs several minimal cost in the processing of commissions on every booking regardless of where the transaction takes place, over the past several years of operations we have determined that this averages out to \$3 per booking - this fee is calculated prior to the 70/30 or 80/20 commission split. Should there ever be a time where the Administration Fee is greater than \$3.00, the Advisor will be notified. Note, this fee does not apply to air service fees as that is a service fee associated with booking air and not a true commission. Additionally when booking groups, the \$3 fee is applied to the entire group booking and not to each individual reservation.

What are Cancel Fees?

In the industry, there are several types of cancellation fees that can occur:

For airfare: most tickets are non-transferrable and non-refundable. That means you cannot cancel them once it is booked nor can you change the name once it's booked and have Suzy go instead of Jerry. So please ensure that you Q/C your itinerary prior to finalizing the booking. Name spellings have to be correct. Once a ticket is issued, there is no going back

stating "oh, there should be an 'S' at the end of their name. Tickets have to be exact. If not, you run the risk of your clients being denied boarding at the airport. If their Driver's License or passport is not a match, there is a very good chance TSA (Transportation Security Administration) will deny them boarding. They will not give them a refund. So please make sure to check your work.

Also, check the origin and destinations. Many cities are the same even though they are in totally different parts of the country. For example, a ticket from Portland, Maine to New York City's JFK airport will be significantly less than a ticket from Portland, Oregon to JFK, so please watch the city pairs.

Airfare is non-refundable, so if your clients decide that they do not want to go, the airlines will give your client a year to use the ticket from the date of issue: not from the date of travel. There will be a change fee (ranges anywhere from \$75 - \$300 depending on the airline), and the client will also be charged if there is a difference in the cost of the ticket for the new dates that they want to travel. Ticket prices are not set. Sometimes, the ticket could be \$250 but on different dates the same itinerary could be \$650. So, if there is a difference in the price, the client will have to pay the difference.

For cruises: Cancel fees range from cruise line to cruise line. If you have to cancel the reservation, there will be fees involved. If the cancel fee is far enough out from the sailing date, there may only be a \$50/pp cost to cancel, but the cancel fee increases the closer you get to the sailing date with the probability that you may not get any money back if it is just prior to sailing.

For land packages: cancel fees range from supplier to supplier, so please make

sure you check the details when booking packages

The best bet is to always offer travel insurance with your trips. Many travel insurance products offer a cancel for any reason product that will protect your clients' cost of the booking, minus the cost of the insurance, if they have to cancel. As with any insurance, please read the rules and what is covered/when prior to purchasing.

Processing Payments

Please ensure that all payments are via credit card provided by the client. We have forms available to give to the client to secure their information for payment. Under no circumstances are you to accept cash from clients for payments. This includes PayPal and Square. This is strictly prohibited and will result in immediate disciplinary action.

Please ensure that you are quoting the gross rate to the client and not the net rate. Remember, net rates are without the commission, so if you only quote the net rate, there will be disciplinary action.

If you add a consulting or a research fee on top of your normal commission, that is up to you. However, the processing/consulting/research fee can never be INSTEAD of the commissionable rate.

GOCCL.COM

Please be aware that Carnival does allow advisors to see other bookings that fellow Inteletravel advisors have booked on GOCCL. It is imperative that you always double check and ensure that any bookings you pull up on GOCCL are yours. Modifying or canceling another advisors' bookings is strictly forbidden and will result in immediate disciplinary action.

LEARN MORE TO TEACH MORE

Your customers must be reminded constantly that you are there to help them fulfill their travel dreams. Get the word out to everyone that you can do a better job of taking care of his or her travel needs.

Listed below are some of our best suggestions on how you can develop a number of clients. The most important thing to remember is "Take Action" and "Get Started"!

The Announcement

Create a lead list of everyone for whom you have contact information. If you don't already have it automated at your office or home, put your list in a personal computer with a software program that allows you to print labels and merge addresses with your letters. (If you're uncomfortable with the cost, or your level of computer skills, consider that it may cost more later by not having a well-managed mailing list to market certain travel products and special promotions) Your mailing list will be your most important asset as your business grows and you want to inform clients and prospects about products and promotions.

The Postal Service can assist you in getting a business reply permit, or you can simply enclose a regular envelope, already stamped, with your announcement. Now you have developed an excellent database for sophisticated, customer-driven, success-oriented marketing!

Referrals

Referrals are your best source of leads. Whenever you talk with a potential client, ask for a referral. Ask the client, "By the way, Nancy, which of your friends might be interested in this kind of trip?" If Nancy gives you referrals, ask if you may mention her name when calling the people she refers to you.

The most successful Travel Advisor will always ask a satisfied returning traveler if they know of someone who would be interested in the same kind of vacation they just experienced. Ask when your client has just come home from vacation and is still on a high. Ask your client if he or she would mind if their referral could call if they have questions about the recommended vacation or cruise. You have now just turned your returning vacationers into "third-party endorsement salespeople" for yourself. What a great way to make a sale!

The Lure of Travel

- ❖ **Travel fulfills dreams.** For many of us, our most cherished dream is the desire to travel. Television has done much to instill dreams in the hearts of its viewers. "The Love Boat," "Miami Vice," "Lifestyles of the Rich and Famous" and many others have given us a glimpse of exotic locations throughout the world.
- ❖ **Travel offers a welcome change.** There is much truth in the cliché, "Variety is the spice of life." As if by magic, travel allows us to alter our surroundings.
- ❖ **Travel is an investment in memories.** Our photos and videos help to evoke the memories of people we have met and places we have visited. Travel is a wonderful way to strengthen family ties and enhance friendships.
- ❖ **Travel educates us and widens our horizons.** By knowing more about the world around us, we become more knowledgeable and experienced in our thoughts, observations and discussions with others.
- ❖ **Travel gives us a true perspective on the wondrous world we inhabit.** And we come to realize the ties that unite the human spirit across the globe.
- ❖ **Travel helps us to become more confident.** As we weather new & unusual circumstances, we become more independent with renewed self-assurance.
- ❖ **Travel can rekindle relationships.** Like a current of fresh air, travel can breathe new life. A journey away from the tried routine provides excitement, adventure or romance.
- ❖ **Travel helps us to appreciate home.** As much as we enjoy our getaway, travel gives us greater appreciation for what we have.

The Market

The travel and tourism market is divided into two broad categories: **The commercial market** is made up of customers who travel for business reasons. Sales representatives, executives and convention-goers are examples of customers in the commercial or corporate market. On the other hand, **the leisure market** consists of customers who travel primarily for recreation or pleasure. Vacationers, resort guests, sightseers and adventure hobbyists are, by definition, customers within the leisure travel market.

Travel agencies sell services directly to customers, including businesses and the general public. A typical travel agency has six primary product lines to sell:

1. **Airline Tickets**
2. **Hotel and Resort Reservations**
3. **Car Rental Reservations**
4. **Cruises**
5. **Package Tours**
6. **Amusement**

When a Travel Advisor sells a travel product or service, the agency usually receives a commission. For example, when an Advisor books a cruise and final payment has been made, the cruise line pays a commission to the booking agency.

Think Leisure

By far, the principal product offered to the market by travel agencies is the airline ticket. Recently, airlines have diminished or eliminated the commissions they used to pay travel agencies for sales of airline tickets. Since the airlines eliminated commissions for purchases of domestic air tickets, most booking engines are charging service fees of up to \$38.00 per domestic airline ticket purchased online. IntelTravel.com and its Independent Travel Advisors are also charged these fees, which we neither set nor control. However, to replace commissions eliminated by the airlines, IntelTravel.com has entered into preferred Travel Partner agreements with the Central Reservations Systems booking engines that provide for IntelTravel.com's Independent Travel Advisors to be rebated 30% of all service fees paid. Most Independent Travel Advisors sell airline tickets and overlook the more profitable leisure travel products like cruises and group travel. A mixture of both - ticket sales and packages - can lead to significantly greater profits.

Make a Marketing Plan

We are going to show you many easy and creative ways to sell and market travel. We believe you must decide what specific market you want to focus on. This is an all-important decision for you because it will greatly affect your bottom line: profitability. Consider these questions and steps.

1. **What are your opportunities and obstacles?** Look around you in your community, the people who live there, the lifestyle, the institutions, the economy and your competition. You'll never get rich running a steakhouse for vegetarians; marketing begins with the market, not the marketer.

How is the local economy faring? Who are your competitors? What makes IntelTravel.com and you different from them? What do we do better, and what not so well? Who are your potential clients? What is their income level? Gender? Age? Marital and family status? How well educated are they? Are they experienced travelers? Do they have strong ties or interests in specific parts of the world or certain activities?

For instance, if you have a customer base of professionals over 35 years of age earning at least \$50,000 annually, you may choose to market a luxury cruise appealing to mature adults, rather than a low-cost package to Cancun. It is best to network through people you know, but you can expand your study by going to the library reference section or your Chamber of Commerce. Capture more and more information about your customers. The more specific you can be in describing the profiles of the groups you are trying to reach, the easier it will be to sell to them.

2. **To what groups or organizations do you or your contacts have connections?** Do you have access to directories or membership lists for mailings? Does any location available to you provide opportunities for using displays to attract clients - a club lobby, a school or office bulletin board, a friend's store?
3. **Once you have made this decision, write down a marketing plan of how you will sell and promote these products.** All good marketing plans have timetables and goals to be achieved. Follow your plan, step by step, and establish a realistic timetable for results. Then track your progress against your expectations to determine if you need to make any mid-course corrections.

Build a Customer Base

The strength of the IntelTravel.com concept is the replacement of traditional advertising, an expensive and inefficient method of marketing, with an innovative and effective nationwide network of Travel Advisors who promote travel to family, friends, neighbors, business associates and other customers. As part of this philosophy, we do not recommend that our Advisors rely on advertising to establish their customer base (advertising may play a role in certain advanced selling techniques, such as seminars). Instead, we encourage you to take advantage of the strength of our network concept by mining your personal relationships in the following ways. Remember the opportunities: Most people do not have a loyalty to a particular Travel Advisor; a 1994 National Travel Monitor survey reveals that 43% of people look to friends for travel recommendations; 88% of Americans have never been on a cruise; only 15% of the population has ever been to Las Vegas; Americans spend more on travel than on clothing, accessories, jewelry and personal care combined!

Family, Friends & Neighbors

The first step as a new Advisor is to let your friends, family and other acquaintances know that you are now affiliated with an expert travel agency. You may want to do this informally with a telephone call or short note offering to help with their next travel plans. Remember to pass out your business card at every opportunity. If you have an office or waiting room, leave your cards out, along with flyers on the latest special offerings from InteleTravel.com.

Your approach can also be more thorough and systematic. Begin by making a list of everyone you know, any of their friends you can think of, and any companies, social clubs or other organizations you or your friends may have personal influence over. Use address books, your collection of business cards, and a little brainstorming around themes; like friends you see golfing, skiing, at church, etc. Once you have completed your list, take a break. Coming back to it later, consider each person on the list, putting a star by only those you feel very comfortable calling.

As soon as you can, give them a call and tell them about your new travel business. Explain The Intelligent Travel Revolution and how it benefits them in exceptional service and the lowest fares. Conclude by asking if they will do you the favor of contacting you the next time they are considering a trip. "Just try it once," you might say. Remember, it doesn't cost them anything.

Follow up with a note, a flyer on a particular special offering and your business card. If they have a trip scheduled, you may use your calendar to note an appropriate date to check back with them. If travel was booked, find out the dates and use your calendar again for the next call after they return: "How was your trip? Where next? Everyone is talking about... We have a great deal on a cruise there in a few months. I'll send you something." This is also the best time to ask your satisfied customers if they know anyone else who you could book travel for. Ask if you can use their name when

contacting any friends they refer. DO NOT underestimate the power of this kind of networking. These simple steps already represent more powerful marketing and customer service than the majority of traditional travel agencies provide.

When you have practiced working with your close friends, it will be much easier to approach the rest of the people on your list. Choose the most appropriate way to contact them: a telephone call, letter with your business card, or perhaps a face-to-face chat at the next party, club meeting, etc.

In your initial discussions, and when creating opportunities to maintain your new relationships, think about your clients' specific needs. Does he prefer the Caribbean while she travels to Europe? Is she a cruise person, while he dreams of Fiji? If Jane is the explorer type, drop her a note about the new Alaska cruise with onboard naturalists. If Bob thinks of nothing but golf, mention the latest tour of courses in Ireland the next time you see him at the gym. If your information is valuable to your clients, they will always be delighted to hear from you. After a few good trips that you helped plan, you will be hearing from them again!

See the InteleTravel.com website for a sample customizable Introductory Press Release in the "More Sales Tools" section.

Business Associates & Existing Clients

You will naturally announce your new business to your co-workers, employees and colleagues. If you are in a professional service business, such as accounting or real estate sales, you have several advantages. You have established customer relationships, people look to you for advice, and you have practiced serving your clients. Your new Travel Advisor status allows you to offer yet another professional service for their benefit.

Even if you are not currently in business, you do business with a great many people. Your hair stylist, dry cleaner,

grocer, appliance salesperson and other businesses you patronize, value your loyalty and support over the years. When they learn that you have a valuable service to offer, they'll want to return the favor, especially since, as a Travel Advisor, your services are usually free to them.

Successful salespeople will tell you that you should expect this reciprocation, and reconsider your patronage if it is not forthcoming. With a particularly prominent individual, you may want to offer a finder's fee, a share of your commissions, or some other compensation in return for referrals, business cards or display space they can offer you at their place of business.

Social Organizations

The best salespeople are visible in their communities. Many accomplish this by being habitual joiners. They join religious groups, civic organizations, professional associations, trade groups, country clubs, golf clubs, beach clubs, charities, political committees, etc. Why? First, because successful salespeople usually have a genuine interest in people. Second, because people usually prefer to buy or take advice from someone they know. These organizations provide ready networks of customers and referrals and you should join as many as interest you. Keep in mind the first reason, though, and be prepared to give as well as take.

If you are not a joiner, find customers who are. The best customers become marketing representatives for you! Seek out club officers and other influential people and put their networks to work for your business. Do they have access to membership lists? Can you use their name or the group's name? Can they authorize a lobby or bulletin board display? If the organization is made up of people who travel often, this kind of endorsement can mean significant income for you and may be worth some kind of inducement, such as a share of your commissions, or complimentary accommodations on the next group trip (see "Advanced Selling Techniques").

Travel TalksSM/travel Parties

Hold a get-together in your home, or at friends' and clients' houses, to explain your services. Your presentation can be simple and understated with a brief introduction of your services and then informal conversation. Or you can be more promotional, with a showing of a dramatic travel video featuring a destination, cruise line, hotel or other Travel Partner you think will be attractive to your group. Your favorite cruise line, tour company, resort or other Travel Partner may provide brochures and sometimes even promotional gifts that fit your theme.

Once you have developed more knowledge (and more customers), we may arrange for a sales representative or one of InteleTravel.com's Preferred Travel Partners to attend your event as a guest speaker. Again, an influential person with an impressive house and a valuable party list may warrant a special gift or incentive to host your presentation. Door prizes, or even a special travel purchase incentive for all of the guests, are a good way to ensure a turnout. A coupon for discounts off their next trip booked through you is a good way to ensure future business!

Other Travel Sales Materials

You will receive occasional e-mails and direct mailings from InteleTravel.com announcing special value opportunities for your clients.

If there is a region, resort or Travel Partner that's of particular interest to you or your clients, contact the appropriate partners through InteleTravel.com's website and discuss your ideas with a specialist who can help you focus on options and provide specific information for you to present in a letter, flyer or just in conversation.

Remember that training for Independent Travel Advisors differs from the training for traditional travel advisors, who are responsible for ticketing, researching and other technical procedures involved in selling travel. You do not need to memorize fare designators, city codes, geography or booking procedures. But, you do need to communicate to your customers your excitement about travel, use your general knowledge about the travel industry (from this manual and other training) to make suggestions, create interest, and encourage your customers to contact you for further information and arrangements.).

The World Of Travel



NICHE TRAVEL INDUSTRIES TO SPECIALIZE IN

ALL-INCLUSIVE RESORTS

- ❖ Secrets, Dreams, Riu, Palace Resorts, Excellence, Iberostar (Mexico and the Caribbean)
- ❖ Club Med (Caribbean, Mexico, South Pacific, etc.)
- ❖ Super Clubs, including Breezes (Caribbean, Central and South America), and Hedonism II & III (Au Natural Caribbean)
- ❖ Jack Tar Villages (Caribbean)

HEALTH & FITNESS

- ❖ Mountain Climbing Tours (Himalayas)
- ❖ Spa Resorts (La Costa, California; Doral Saturnia, Florida; Canyon Ranch, Colorado and Massachusetts, etc.)
- ❖ Fitness Cruises
- ❖ Biking in the French Wine Country
- ❖ Ski Packages to Vail, Colorado or Europe (Austria, Switzerland)

GOLF

- ❖ Hilton Head, South Carolina
- ❖ Scotland (St. Andrews, Gleneagles)
- ❖ Hawaii
- ❖ Palm Springs, California

ADVENTURE TRAVEL

- ❖ Safaris and Gorilla Tracking in Africa
- ❖ Diving Expeditions to Belize, Central America
- ❖ Galapagos Islands Cruises
- ❖ River Rafting
- ❖ Thailand
- ❖ Antarctica
- ❖ Islands of the South Pacific, Fiji, New Zealand
- ❖ The Outback of Australia

ECO-TRAVEL

- Environmentally friendly; focus on conservation
- ❖ Costa Rica and Central America
- ❖ Alaska
- ❖ Photographic Safaris

HISTORY & ARCHAEOLOGY

- ❖ Athens, Greece
- ❖ Rome, Italy
- ❖ Turkey
- ❖ Mayan Sites in Mexico, Guatemala and Belize
- ❖ The Museums and Architecture of London, Paris, and many other European cities

SUN & FUN

- ❖ Hawaii
- ❖ Florida
- ❖ California
- ❖ Bermuda
- ❖ Caribbean: St. Martin, St. Thomas, St. Kitts, St. Barts, Puerto Rico, Jamaica, Antigua, etc.
- ❖ South Pacific: Tahiti, Australia, Fiji, etc.
- ❖ French Riviera: Cannes, St. Tropez
- ❖ Cape Cod, The Hamptons, Maine in Summer

GOURMET CUISINE & SHOPPING

- ❖ Paris
- ❖ New Orleans
- ❖ London
- ❖ New York
- ❖ Los Angeles
- ❖ Napa and Sonoma Valleys (Wine Country), California

GAMING

- ❖ Las Vegas, Reno and Lake Tahoe, Nevada
- ❖ Atlantic City, New Jersey
- ❖ New Orleans, Mississippi River Boat Cruises
- ❖ The Bahamas
- ❖ Monte Carlo
- ❖ International Cruises
- ❖ Saratoga Springs, New York (horse racing)
- ❖ Kentucky Derby (First Saturday in May)

THEME PARKS & FAMILY ENTERTAINMENT

- ❖ Near Anaheim, California: Disneyland, Universal Studios, Sea World
- ❖ Orlando, Florida: Walt Disney World, Epcot Center, MGM Studios, Universal Studios, etc.
- ❖ Branson, Missouri: Country Western music shows
- ❖ Las Vegas, Lake Tahoe and Reno, Nevada
- ❖ Six Flags Theme Parks: Texas, California, Georgia
- ❖ Opryland, Nashville, Tennessee
- ❖ Sesame Place, Langhorne, Pennsylvania
- ❖ Colonial Williamsburg and Busch Gardens, Williamsburg, Virginia

CRUISES

- ❖ Caribbean
- ❖ Mexican Riviera (Puerto Vallarta, Acapulco, etc.)
- ❖ Alaska (summer)
- ❖ Mediterranean (Italy, the Greek Islands, Turkey, Israel, Egypt, etc., in winter)
- ❖ Transatlantic to England, Portugal, etc.
- ❖ Russian River Cruises
- ❖ Barge Cruises in France
- ❖ Yangtze River Cruises in China
- ❖ Expeditions to the Galapagos Islands or Antarctica

SPORTING & OTHER EVENTS

- ❖ Olympics (Winter & Summer)
- ❖ World Cup Soccer Championships
- ❖ World Series
- ❖ Super Bowl
- ❖ Indy 500
- ❖ America's Cup Races
- ❖ World's Fair
- ❖ Mardi Gras in New Orleans
- ❖ "Carnival" in Rio

Marketing Support

IntelTravel.com encourages its Independent Travel Advisors to employ creativity in their marketing of IntelTravel.com services and the Independent Travel Advisor Program. The most effective marketing is addressed to a specific group of customers. Since you know your clients better than the agency does, we encourage you to produce your own idea for an advertisement, letter, flyer or any other material you are interested in. Give careful thought to what's most attractive to your clients about our program or services; use your own words to describe advantages and share your own experiences as an Advisor or traveler.

Optional Independent Marketing Review

At your request, the Advisor & Customer Services Department will review ideas and make suggestions to improve effectiveness, salesmanship, etc. IntelTravel.com can also help to enhance your materials, by providing travel graphics or images. There could be a small fee, quoted in advance, for certain graphic services requested from IntelTravel.com. Speak with your local copy center or printer to produce large quantities of any fliers or brochures you create.

Mandatory Independent Marketing Review

To maintain the quality of our business, and to protect the professional integrity of our Advisors, your final materials that utilize the IntelTravel.com name or logo, **must** be submitted to IntelTravel.com for review and written approval prior to use. This is in accordance with your agreement as an independent contractor with IntelTravel.com. In instances where IntelTravel.com's logo is not used, but the relationship to the company is obvious, review is also required.

Here is a good rule to follow when creating marketing material: Your own personal or business address and telephone number must appear wherever a number or address is featured, and the text must always identify you or your own company by name and as an "Independent Travel Advisor for IntelTravel.com" if you wish to use the IntelTravel.com name or logo. Your creativity and cooperation helps us maintain our position as a leading provider of travel services.

Learn More! IntelTravel Advisor Educational Opportunities

At IntelTravel.com, we have a firm belief in the value of continuing professional education. As successful pioneers in a very traditional industry, we are subject to more scrutiny than our competitors. Therefore, our Advisor training exceeds the industry standard for independent advisors, and takes many forms.

This manual and course are the first of many written materials you may receive. Weekly live events like webinars are a long standing tradition at IntelTravel.com and required to be a truly successful advisor.

Watch for invitations to live IntelTravel Dream Maker Events, IntelTravel's Annual TravelQuest and other IntelTravel training events throughout North America and the UK. IntelTravel's own educational trips to major destinations in partnership with the world's top travel brands. Past trips have included Walt Disney World, Club Med, Sandals & Beaches Resorts, Universal Orlando Resort, many leading cruise lines, and tourism destinations like NY, Houston/Galveston, New Orleans, Seattle, etc.

If you are in South Florida or wish to visit, IntelTravel's headquarters please call in advance to set up a time. IntelTravel Travel Partners also host live classroom training events, ship inspections and luncheons throughout the year. Miami and Fort Lauderdale are hosts to the headquarters of several major cruise lines and IntelTravel partners with them for our exclusive live training events at their facilities, giving you the chance to see cruise line operations and meet cruise line executives.

Video coursework is offered by IntelTravel (New program released December 2016) and also by many IntelTravel Preferred Travel Partners. Get certified by brand, travel destinations, types of travel, etc.

IntelTravel Newsletters, updates and other communications often contain important training information and should be given careful attention.

Industry Seminars

Many breakfast meetings, luncheons, dinner seminars and other training events are sponsored by tour operators, tourist boards

and other industry groups in areas all around the world. These events are usually free, or have a nominal admission charge, and are an excellent way to learn about a particular destination or Travel Partner. Visit the Event Calendar in your back office on our website, and check the websites of our Travel Partners for events in your area. Remember that training for Independent Travel Advisors differs from the training for traditional travel advisors, who are responsible for ticketing, researching and other technical procedures involved in selling travel.

You do not need to memorize fare designators, city codes, geography or booking procedures. But, you do need to communicate to your customers your excitement about travel, use your general knowledge about the travel industry (from this manual and all the other training we offer) to make suggestions, create interest, and encourage your customers to contact you for further information and arrangements.

More Marketing Ideas

Social Media!

In a way IntelTravel is the grandparent of the current social media revolution. With our founding in personal, one-to-one marketing and networking, Facebook, Instagram, SnapChat, Twitter, LinkedIn, Pinterest and other social media networks and platforms are a natural way for us to sell travel. And particularly since travel is so visual, and there are so many amazing pictures available online (be careful of managed rights) or that you can take yourself or get from your travel clients, it is wonderfully suited to Facebook, Instagram and Pinterest – which are so visual.

Repost and Share postings from IntelTravel's Facebook page, including the latest hot deals, travel memes and other messages about IntelTravel and you as a

home based travel advisor.

If you create original content, please see Mandatory Marketing Review in this manual.

Become A Travel Columnist

Contact the editor of your local community newspaper or your professional newsletter and volunteer to write a column on travel-related topics. As a suggestion, write an article about the last destination you traveled to and do this every time you return from a "FAM" trip. This is a great way to get free publicity and to establish yourself as a travel personality in your community.

Display Arrangements

Establish an agreement to display your cards, brochures, flyers, etc., at hair salons, clubs, restaurants and other retail establishments. Reciprocate with a share of your commission, a finder's fee, or a travel discount to the owner or manager for any sales to his or her patrons.

Customer Referrals

The use of referrals in retail businesses can result in surprising increases in sales. Bridal boutiques are eager for your participation in bridal shows that help them sell gowns while you sell honeymoons. Specialty shops featuring vacation apparel can add a fashion show to your Lion's Club presentation or seminar and you both refer customers to each other. Video stores can rent travel videos supplied by you and can become an excellent source for additional business.

Incentive Programs

Incentive programs for just about any type of sales-oriented business can pay off in additional vacation sales.

Every sales organization is interested in one thing- increasing sales! One of the most effective ways of accomplishing this is to reward the people who help attain production goals with incentives. Travel has proven to be the most successful form of incentive used by companies involved in sales - such as insurance, business products, automobiles, etc.

The travel incentive market is the most overlooked opportunity by travel agencies and is the most lucrative market.

Remember, corporations are not interested in a discount as much as they are interested in how you can help increase their sales by offering travel as an incentive. The following industries are good targets for your incentive products.

Your Incentive Prospects Include Companies Specializing In...

- ❖ Car dealers and manufacturers
- ❖ Pharmaceutical product Partners
- ❖ Financial service companies
- ❖ Insurance companies
- ❖ Automotive parts companies furniture
- ❖ Toiletries and cosmetics
- ❖ Computing
- ❖ Electronics
- ❖ Electrical appliance distributors
- ❖ Office equipment and furniture

The average length of an incentive trip is just three days. A business survey found that half the companies surveyed package and organize their own incentive travel programs without the aid of a Travel Advisor. Again, this is a wide-open and very lucrative market for the aggressive and smart Advisor.

Singles' Clubs

One of the most significant increases in cruise travel is in the singles market. More and more single travelers have found cruising not only to be economical but an excellent chance to meet other single people.

Trade Show Exhibits

Trade shows have become an important area in which companies introduce their products to the consumer. From home improvements to high tech, there is a trade show for just about everything. This is a fantastic way to put yourself in front of the buying public by participating as an exhibitor at these events. A well-designed booth will attract a crowd. By giving away promotional items such as T-shirts, cruise bags and gift certificates, you can capture an excellent list of potential customers. Also, you can approach other exhibitors for incentive and group business. Note: Beware of costs. Use this method after you have gained significant experience.

Mailings to Past Passengers

After someone has purchased travel through you, keep in touch. Call or mail with

a cruise or tour idea or a special offer at least 4 times a year.

E-Postcards Program

E.Postcards - Send vibrant and memorable email communications, customized with your own contact information and messages promoting your services as an Independent Travel Advisor. Choose from professionally designed e-postcards, flyers, html emails, etc. - more tools added regularly It's Free and easy to use. Simply go to your back office (log In with Pin and Password) and from the Menu chose My Agency, then Sales and Marketing Tools, the scroll down to e-Postcards. Make sure your personalized website is set up already and customize each email with your own company name, website and contact information!

Client Newsletter Program and Travel Sales Contact Manager System

The IntelTravel Client Newsletter is the best most professional way to keep all your clients informed on the great deals you have to offer them, and any announcements you may wish to share. This newsletter is personalized with all of your contact & company info from your personalized website, and of course tied to your Advisor Pin when clients book an offer from your newsletter. You must first have your FREE personalized website set up in order to use this feature. Send your client newsletters all at once or personalize it for each, send it out once a week or once a month - we made it so easy! Use the Client Newsletter Contact Manager to plan, schedule and track what you send your clients.

Travel Incentives Center

Improve your results today. Our proven partner program helps you open doors, recruit, motivate, reward, and convert sales. Use these great products to sell more travel, generate new customers, reward customer loyalty and more. For just a few dollars apiece you can generate a few hundred dollars in commission! Special incentives like:

- ❖ Your Getaway
- ❖ \$500 Grand Air Card
- ❖ \$75 Grand Attractions Rebate
- ❖ Golf & Spa Rebate
- ❖ \$25 Gift Rebate

The Golden Rule

Never mix the IntelTravel business with any other business.

No mention of any other business or opportunity at live events or in online forum. No other logo can ever be included with IntelTravel logo in any way.

- ❖ When talking about your IntelTravel opportunity, share ONLY about the travel business income opportunity first
- ❖ Never ever talk about travel perks, Advisor rates & travel industry benefits.
- ❖ No Advisor should ever mention tax write offs. You run the risk of major liability & could be providing false information.

Social Media Marketing Rules

- ❖ Group names: The name IntelTravel cannot be used in a group name or personal page in any way. You may list yourself as an "independent IntelTravel Advisor". You may not use any IntelTravel logo on profile pictures or on your pages. You may use the Independent Travel Advisor logo in your back office library.
- ❖ You may share anything from the IntelTravel Facebook page or a supplier Facebook page if all other rules and guidelines mentioned here are followed.
- ❖ PRIVATE FACEBOOK GROUPS AND PAGES ARE NOT PERMITTED without a moderator/ambassador. Any Advisor is found hosting a private group or page that talks about IntelTravel Partners or product in any way, will be required to invite an executive or Ambassador to moderate. Any page that does not have an IntelTravel executive or an IntelTravel certified Ambassador as an admin/moderator will result in action and/or risk of cancellation.
- ❖ Any Advisor caught talking or posting about IntelTravel and use the selling of Advisor perks & benefits with recruitment is considered in violation of IC agreement.

- ❖ Your "online language" should always be respectful and professional at all times. You represent thousands and thousands of other Advisors at all times.

Live Events

- ❖ Absolutely NO Advisor (regardless of experience and travel sales) is permitted to hold an event training on IntelTravel product UNLESS a certified IntelTravel Ambassador is present and conducting the training with them.
- ❖ Home Travel Parties – must all be approved and must abide by all of these same rules within the manual. Content must ONLY be IntelTravel and no other combined businesses or topics.
- ❖ IntelTravel suppliers or any third party represented at these live events must ALWAYS be approved prior to advertising.
- ❖ Events must always be FREE and Advisors may not charge any fees for events without prior approval.
- ❖ When attending Supplier events, Ship Inspections, Seminars or any other travel related event You must always 1) Dress in a Professional Attire (absolutely NO other company/business logos representation shown on your clothing or apparel) 2) BE ON TIME! You are a representation of the company. No-Shows are always reported and will result in a penalty fee and loss of future attendance for other events. 3) Hand out IntelTravel ONLY Business cards – never any other company you may be affiliated with.

Printed Material

All custom material must always be approved or use IntelTravel Print shop items. That includes:

Business Cards (not using IntelTravel Print Shop Template), Flyers, Social Images, Etc.

Online Material

Websites (not your free personalized IntelTravel website) must be approved prior to launch. Advisors are welcome to purchase another website (using another

hosting provider) and create their own. However, all websites MUST be approved prior to going live, and any transactions must link to Advisors personalized website for travel bookings. Website content must ONLY be IntelTravel content and no other content mentioned. Website may not focus on anything but highlighting your ability to SELL travel to others. Only your Travel business should be promoted.

Email Address

No use of the name IntelTravel in any way when you create a personal email address.

Training

No training should be done unless you are an authorized IntelTravel Ambassador.

Advisors should NOT attend any training unless it is conducted by an IntelTravel staff member or a sanctioned IntelTravel trained Ambassador.

See Something Say Something

IntelTravel Advisors have an obligation to protect each other. We have been in business for over 25 year and have a respected reputation in the industry. In order to continue to do business we continue to look out for each other and protect our Advisors and your host Agency. If you see an Advisor who you believe may be in violation of the Marketing rules and may be working outside these code of conduct rules, we ask that you please obtain some sort of proof (email or screen shots) and alert IntelTravel immediately. Your identity will always be protected and kept confidential. We are all one company and we must protect each other.

Photos

Be sure that if you use any images (profile pictures or social media) that you have the legal right and permission to use those photos. Be careful with Google search images.

Seller Of Travel

When publishing travel deals, be sure to include all Supplier notes/disclaimers/ seller of travel info and all other information mentioned in offer.



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