7 QUESTIONS

TO QUALIFY YOUR CLIENTS



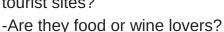


Have you traveled to Europe before?

- -Are they experienced or is this their first time traveling?
- -Learn their likes & dislikes from past travel experiences
- -Perfect time to bring up currency exchange and how to obtain passport if needed

What are your interests?

- -What types of tours would they prefer?
- -Are they adventurous and want to go off-the-beaten-path, or do they want to do the typical tourist sites?







Where do you want to go?

- -Which cities and how many nights per city?
- -Consider the transportation times
- -Narrow down specifics

What do you need from your hotel?

- -What types of amenities do they want?
- -Do they need handicap access?
- -Go over hotel reviews



4.

What are your expectations for this trip?

- -What type of trip is this, relaxing or exploring?
- -Are they expecting transfers or to get around on their own?

When do you want to travel?

- -Consider weather and popularity of the destination
- -Are they willing to pay more to travel during peak season, or are they willing to risk weather conditions to cut costs?





What is your budget?

- -What are their top priorities?
- -Are private transfers important?
- -Are they willing to pay more for sightseeing if it means staying in a lower-quality hotel?