

# 7 QUESTIONS

TO QUALIFY YOUR CLIENTS



What are your expectations for this trip?



What do you need from your hotel?



When do you want to travel?



What are your interests?



Where do you want to go?



Have you traveled to Europe before?



What is your budget?





## Have you traveled to Europe before?

1.
  - 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

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## 2. 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?
- Are they food or wine lovers?

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## 3. Where do you want to go?

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

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## 4. What do you need from your hotel?

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

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## What are your expectations for this trip?

5.
  - What type of trip is this, relaxing or exploring?
  - Are they expecting transfers or to get around on their own?

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## 6. 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?

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## 7. 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?