



Travel Advisor **SUCCESS KIT**



Hello future Travel Byrd,



Thank you for your interest in becoming a Travel Advisor. This career is honestly one of the most rewarding and exciting careers on the planet. It provides immense flexibility to your work schedule and location, allowing you to truly travel the world and get paid.

However, the role entails quite a bit of work and can be a labor of love in the beginning as you build up your business. Many Advisors attempt to do this on their own and quickly fail. You'll learn that having the right marketing, legal, and coaching support will make all of the difference to your success.

We have you completely covered with a full tech stack to make you look professional including an itinerary builder, an invoicing system, a CRM and a booking workflow platform that's fully customized to the type of trip you're creating! We also put together all of the marketing materials for you to use and have you fully covered on the legal front with Terms and Conditions, Privacy Policy, Credit Card Authorization forms, Insurance Denial forms, and more.

However, what truly sets us apart is our coaching system. We do not put you through an expensive online training course where you simply watch a bunch of webinars and hope for the best. Instead, we have a 6-month hands on training program that will not only teach you the ins and outs of the industry, but will show you exactly how to build up your business through proper networking and consistent messaging. (Don't worry, you can start booking long before your training is complete!)

If we both decide that we're a good fit for each other, you will be set-up for success at every step. I welcome you to scroll through this document and view some of the high-level benefits of joining our family.

Sincerely,

Byrd Bergeron

*Owner and Extreme Vacation Enthusiast
The Travel Byrds*



Marketing & Lead Generation **DONE FOR YOU**



FULLY CURATED SOCIAL MEDIA CONTENT DAILY

TTB runs business pages on all of the major social media platforms as well as a Facebook Group targeted towards family travel to increase engagement.

We post 6 days a week, typically multiple times a day to drive leads. There will be no need for you to worry about coming up with new content every single day. Simply share the posts that work for you!

FREE FLYERS & BROCHURES ANYTIME

All marketing materials, including flyers, pamphlets, and more, will be sent to you at no cost to be distributed at local in-person events.

OPTIONS TO COLLABORATE



We're always open to collaboration or allowing you to do full social media takeovers to help increase your visibility! Also, if you'd like to create a Facebook group to support your niche, you will be provided with full guidance and suggested content for growing your group.

EVEN MORE Marketing Support



WEEKLY EMAIL MARKETING TO DRIVE ENGAGEMENT

We send weekly emails to your clients and prospects (no limits on how many people you add!) that will come directly from you in order to guide your leads to plan their vacation with you! We offer cruise, land or luxury emails to tailor the communication to your market.

OPTIMIZED WEBSITE DESIGNED TO DRIVE TRAFFIC

Our website is kept up to date with specific keywords to drive optimization. Your desired niche can be highlighted on our website with specialty pages explaining your value to these clients. You're welcome to have a variety of specialty pages and we're happy to help you curate this content.

GROUP TRIP MARKETING SUPPORT

Grow your business more quickly with groups. If you'd like to offer (or lead!) group trips, we will support you in a variety of marketing tactics to make sure they get filled quickly!





COACHING & TRAINING

COACHING CALLS

You will have access to weekly business coaching calls to guide you to success.

These calls will focus on proper follow-up techniques to stay top of mind with your clients and implement referral strategies to expand your network quickly.

INTENSIVE ONBOARDING PROGRAM

All of your training will be available online for reference any time you need. Many of our preferred suppliers will also have specialized educational certifications that you are able to obtain at no cost to you!

STRATEGY BEHIND YOUR BUSINESS

We will help you build out a full strategy plan to hit your income goals and you will be partnered with another agent at The Travel Byrds for accountability.

ACCESS TO PRIVATE MASTERMIND GROUPS

We employ a 6 month, hands-on educational program that will not only teach you the ins and outs of the industry, but will show you exactly how to build your business through proper networking and consistent messaging. You will also have access to continuing education opportunities at any time at no cost to you!



CUSTOMIZED SCRIPTS TO CLOSE THE DEAL

We have curated scripts for each style of conversation you will have so you'll know just what to say when you've got a new client on the phone. The script focuses around getting to know your client as a person and earning their trust so that you will not only book this trip for them, but instead, have a client for life!





Supplier Relationships **THAT SET YOU APART**



OFFER EXCLUSIVE DISCOUNTS TO YOUR CLIENTS

We work with over 100 preferred suppliers to give you access to exclusive deals and discounts that your clients won't be able to find anywhere else!

BOOK AT THE GROUP PRICE

We also have access to thousands of cruise group bookings through our network, so you can book a single cabin for your clients at the group price and take advantage of any group amenities (i.e. free drink packages!)

ENJOY PERSONALIZED ATTENTION FROM SUPPLIERS

Every preferred supplier has a direct point of contact who you can reach out to with any questions or concerns, not a 1-800 number!

TECH TOOLS to Run Your BUSINESS

**KEEP TRACK
OF YOUR
CLIENTS**
(and Potential Sales!)

You will be given access to our CRM to keep track of client details and ensure your success in the industry. Our CRM, TESS, is specific to travel and can store rewards numbers, passport information, encrypted CCs and more, so your clients information is always just a click away!

**CUSTOMIZE
YOUR EMAIL
ADDRESS**

You will have a professional @travelbyrds.com email address assigned to you that is run through Outlook 365 and can be accessed on any device.

**SAVE TIME
WITH
AUTOMATED
EMAILS
& TASKS**

Once you enter a booking, automated email templates as well as tasks specific to every single booking will prepopulate in the trip file. They will then be auto scheduled in the system based on the travel dates so you can save time on repeated tasks and focus on selling.

**SEND
PROFESSIONAL
PROPOSALS**

Full itineraries with details and pictures for specific cruises, resorts, and hotels can be pulled into a proposal or a completed itinerary at the click of a button to help you provide even more value to your clients!

**UTILIZE
DYNAMIC
INVOICING
IN ONE CLICK**

You will have access to an invoicing tool that will pull in all of the details from your proposal to quickly send payment information to your clients when they're ready to book.



MAXIMIZE Your Income



BOOK THE WHOLE PACKAGE

You will be licensed to sell travel including flights, hotels, vacation rentals, car rentals, excursions, tours, ferries, trains, and travel insurance so you will make commission on every piece of the puzzle.

EARN THE HIGHEST COMMISSION RATES

All contracts with suppliers are already negotiated for you in order to receive the highest commission rates possible. You will typically earn anywhere from 15-35% commission on the travel you book!

SEARCH AND BOOK MORE EFFICIENTLY

We provide you with a search engine that pulls in every single cruise line in the world. Just set your parameters and it will help you select the right cruise in seconds. We also work with a variety of land consolidators to enable you to find the best resort and flight combinations in the most efficient manner.



THE Nomad Lifestyle ULTIMATE



**WORK
FROM
ANYWHERE!**

Want to spend a month on the beaches of the Bahamas? What about a summer in Southern France? All of our systems and tools are located anywhere you have internet access!

**GET PAID
WITH DIRECT
DEPOSIT**

Easily get paid with direct deposit every two weeks. You'll never have to worry about waiting on your money!

**STAY SAFE
WITH ERRORS
& OMISSIONS
INSURANCE**

People make mistakes. It happens. We hold a \$1 million policy to keep you covered for the big mistakes at no cost to you!

SAY YES

to New Adventures

EARN
YOUR WAY
TO FREE
TRAVEL

Many of our preferred suppliers have point systems where you can easily earn free nights at resorts or other perks.



The
Travel
Byrds

TAKE
ADVANTAGE
OF TRAVEL
AGENT RATES

You will be eligible for familiarization trips, which are offered by suppliers at huge discounts (and sometimes completely free) to help you get familiar with selling their product. You will find "fam" trips offered everywhere from African safaris to Caribbean cruises to Italian Getaways.



MAKE
YOUR OWN
SCHEDULE

As an independent contractor, you will work as little or as much as you'd like and you never have to worry about asking for vacation time!



**YOU
GOT
THIS**



We look forward to having you on the team and helping you curate memories that last a lifetime!

For any questions, inquiries, or to set-up an interview, email TakeMeAway@travelbyrds.com and feel free to visit our website at www.travelbyrds.com.