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## Getting Started –

Since you have made the decision to go into business for yourself, I am sure it is your goal to be profitable and in many cases, the key to profit is efficiency. Here are just a few tips to get you headed in the right direction.

**First Step – plan your business before it plans you. Decide what kind of a home-based agent you want to be.**

Do you want to just pass out business cards and hope that someone visits your YTB Travel Network Booking Engine.

1. Do you want to sell only no or low commission commodities like air, car and hotel?
2. Do you want to work part time and provide supplemental income for your family?
3. Or do you want to work your business like a business and earn real commissions doing so?

No matter how you answer, one thing is certain. You must TAKE ACTION! Don't suffer from paralysis from analysis. It may require a leap of faith but you have to do SOMETHING. The way to guarantee that your business will fail is to wait around and do NOTHING.

**Here are a few more steps to take before you launch your new travel business:**

### 1. Training

- If you want to be able to offer your clients a customized vacation experience or you want to start making real money in the world of group travel, then you are going to have to learn something in the beginning. Don't do them, or yourself, a disservice by diving in headfirst without the basic knowledge you need to get started. First Class Training is an excellent place to start!

### 2. Be Selective About the Products You Sell

- Simply put, there are products that make money and there are products that don't. Spend your valuable time promoting and selling products that generate the most revenue for you, such as cruises, tours and packages, and group travel.

### 3. Preferred Suppliers

- There are literally thousands of travel suppliers out there but we have done our best to cover



## Getting Started – Cont'd.

the globe with the PREFERRED SUPPLIERS we recommend to ensure you are receiving the most commissions possible. In addition to higher contracts, sometimes high volume produces other benefits such as special sales, bonus commissions or maybe even incentive trips.

### 4. Specialize

- Whether you specialize in part of the world or specific type of travel, doing so will help you to work SMARTER. And keep in mind, it is a whole lot easier to learn about a subject if it is something that appeals to you or some place that you have visited or dream of visiting. Maybe you have dreamed of visiting Hawaii for as long as you can remember. Become a Hawaii specialist. The Internet is a wonderful resource and offers virtually everything you need to know to sell Hawaii. And why not send yourself to Hawaii for that dream vacation with all of the commissions you'll earn selling the destination?

### 5. Automation/Technology

- The travel industry has worked very hard over

the past several years to develop technology that simply is more efficient and more cost effective than the way things were done in the past. Many vendors are equipped with enough automation that they not only offer the option to agents, they prefer agents use it wherever possible.

- It is important to note that it is not only more cost effective for the supplier, but for you, the agent as well. What used to take multiple phone calls to multiple suppliers can now be achieved in seconds with simple internet searches. Instead of sitting on hold with a supplier waiting on them to sort through the information you have given them and get back to you with a quote, why not enter your information electronically and get your results back within seconds? Or if you have to wait a few minutes on an email response, use that time for more online travel training or something else productive!

*Now, Let's Sell Some Travel!*



## First Steps

Follow these few easy steps to get your new business off to a fast start.

**1. Your RTA Back Office:** This is where you'll find all the tools you need to conduct your new travel business. Training, personal account information, forms, Terms & Conditions, and much, much more. Take the time to get familiar with your RTA Back Office and you will be amazed at how quickly you'll be ready to start selling travel. To access your back office please visit [my.ytb.com](http://my.ytb.com) and enter your unique YTB username and password.

**2. First Class Training (FCT):** FCT is an entry level travel training program available in your RTA Back Office. This is a proprietary training that was developed by YTB Travel Network specifically for you, the new RTA. Why is training important? Well, you wouldn't open a sandwich shop without first learning to make a sandwich. You owe it to yourself and your clients to equip yourself with some basic knowledge before your official GRAND OPENING.

The price of FCT is included in the purchase price so all you have to do is pour yourself a cup of coffee, sit down and take this important step to learning what you need to know to get your business off the ground. When complete, simply take the short quiz and start selling. You should now feel comfortable doing business both online and directly with the travel suppliers.

**3. Business Cards:** There are a number of preapproved business card templates to choose from. It is important that you only use the preapproved templates to ensure you are compliant with seller of travel regulation, as well as YTB policy. You can order business cards from your RTA BackOffice > Agent Resource Center > Tools > RTA Business Cards.

**4. Tell somebody:** You can't sell the world if you don't tell the world! Simply ordering your business cards is not enough. Once you have received your cards in the mail, be sure to hand them out. Business cards are a great ice breaker



### *First Steps– Cont'd.*

and present a wonderful opportunity for you to let your friends and family know you are now in the travel business. And remember, you are now the proud owner of an online Travel Booking Engine so there are no limits to your customer base.

Aunt Susie lives 3 states away, no problem. Just send her an email or a post card asking her to consider your Booking Engine the next time she books travel.

**5. Automated Travel Marketing (ATM):** YTB Travel Network sends a weekly newsletter marketing global travel specials. You will want to sign yourself up right away. Once you are signed up you can start entering your contacts into the ATM so that YTB Travel Network can market travel to your warm market for you. This is a double opt-in newsletter so don't worry, if your contacts don't want to receive the newsletter, they have the opportunity to decline. If they don't see anything that interests them in the newsletter, no problem, the newsletter will guide

them to your personal online Booking Engine. Any travel booked through the newsletter or the Booking Engine is tracked and commissionable to you.

### **6. Your very own online Booking Engine:**

Your Booking Engine is host to millions of dollars travel inventory. Your clients can book everything from air, car and hotel to cruises, vacation packages and even honeymoon registry. Your Booking Engine offers the same competitive pricing you will find on other online travel agency Sites, similar functionality and features, and the best part about it, you earn a commission on every reservation made. Spend some time on your Booking Engine, getting to know your way around in the event that one of your clients has a question, you'll be able to help them. Your clients can start booking on your site immediately after you enroll with YTB so don't hesitate to send them a link to your new site.



## *Spam Policy*

We recognize that each RTA is an independent contractor and marketer and therefore responsible for how they conduct their own business affairs.

YTB Travel Network does not support or condone the use of UBE (Unsolicited Bulk Email (a.k.a. spam) to solicit travel customers or, if you are also a REP to solicit to prospective RTAs.

## *Enforcement Of This Policy*

If we should receive a complaint which proves a violation of this Spam Policy has occurred the offending representative MAY be subject to termination.

If you have received an email which you believe violates this Spam Policy, please send the email with full headers visible to: [compliance@ytb.com](mailto:compliance@ytb.com).



## Using Your YTB Travel Network Travel Booking Engine

Your YTB Travel Network travel Booking Engine is set up for you by YTB Travel Network when you purchase your Online Travel Agency and become a Referring Travel Agent (RTA.) You never have to touch your travel Booking Engine to change or maintain it from that point on. You have the option to purchase a unique website name and have this name forwarded to your YTB Travel Network travel Booking Engine.

### **You'll find that it is fun, simple, and a powerful tool!**

The functional purpose of the YTB Travel Network travel Booking Engine is to allow anyone to quickly find the travel product they are looking for at a fair market price and then to book it on your website!

The variety of travel products that can be purchased or booked on your YTB Travel Network travel Booking Engine is staggering: hotels, flights, condos, cruises, resorts, cars, concerts, sporting events, and more. All of this can be booked by anyone you send to your Booking Engine.

### **All you have to do is REFER them to your site!**

Your personal YTB Travel Network travel Booking Engine is one of the tools that you'll use as a Referring Travel Agent (RTA). The wonderful part about booking travel this way is that the person traveling does all the work! Rather than using the highly advertised travel websites like Expedia, Travelocity, Orbitz, etc., your family, friends, and associates will use your YTB Travel Network travel Booking Engine to book their travel.

You do not have to book the travel for them. You simply REFER them to your site where they book their own travel, at competitive prices, just like they would do on the advertised sites. The biggest difference is YTB Travel Network takes the millions of dollars normally spent on traditional advertising and pays that money to you for the referral. It really is that simple.







## Domain Name Purchase

Purchasing a unique domain name can be done through a domain name provider such as GoDaddy.com. This process is totally optional and not necessary for you to successfully book travel as a Referring Travel Agent.

However, there are some good reasons why people choose to use a unique domain name. The website address given to all new RTAs is always [www.ytbtravel.com/theNameYouChose](http://www.ytbtravel.com/theNameYouChose). In other words, whatever name you choose for your website address will always have [www.ytbtravel.com](http://www.ytbtravel.com) in front of it.

### For some:

- This more lengthy address might be hard to remember.
- They wish the address were shorter and faster to write down, type, etc.
- They think this will be too hard for customers to memorize.

For these reasons and more, some RTAs choose to use the services offered by domain name providers.

### Here are examples of how a unique domain name might be useful to the RTA with the above address:

- Business cards show the address: [www.gothereforless.com](http://www.gothereforless.com) rather than [www.ytbtravel.com/theNameYouChose](http://www.ytbtravel.com/theNameYouChose)
- In a restaurant, the RTA can say to the server, "Visit my website at [www.theNameYouChose.com](http://www.theNameYouChose.com)" instead of saying, "Visit my website at [www.ytbtravel.com/theNameYouChose](http://www.ytbtravel.com/theNameYouChose)"
- Or, when talking to a friend on the phone, the friend only has to remember and write down [www.gothereforless.com](http://www.gothereforless.com) instead of [www.ytbtravel.com/theNameYouChose](http://www.ytbtravel.com/theNameYouChose)

\*URLs provided are examples.



## Your YTB Travel Network Travel Booking Engine Components

YTB Travel Network provides you a turnkey travel Booking Engine upon enrollment. That's right, your Booking Engine will be ready and available immediately upon completion of your enrollment with YTB. That means you can start directing friends and family to your Booking Engine as soon as you can tell them you have opened your very own travel business.

### Your YTB Travel Network Booking Engine offers many travel products, such as:

- Flights
- Hotels
- Cars
- Cruises
- Specialty & Theme Cruises
- Vacation Packages
- Escorted Tours
- Honeymoon Registry
- Travel Insurance

**All in one convenient location.**

### Flights

The flights section contains a number of useful travel tools. If you need any service associated with airline travel, this is the spot to find it. In addition to the Flight search on the Booking Engine, under the Flights tab at the top you will find:

- One Way & Advanced Flight Search
- Customize your search by number in your party, preferred airlines, and pricing for economy, business, or first class
- International Air or flights not originating in the United States

### Cars

Here your clients can rent a car from any one of the major car rental agencies and YOU earn a commission. They may also purchase travel insurance to protect them while on their trip.

### Hotels

The Hotels section allows you to book all your lodging needs. Check out the Hotels tab at the top for:



## Components—Cont'd.

- Hot Rate Hotels – find the best deals on hotels around the world
- Advanced Hotel Search – narrow your search for specific hotel requirements
- Last Minute Deals
- Nightly Condos

### Cruises

The Cruise section allows you to research and book your cruise online.

Planning a cruise is an exciting experience, and this search engine lets you choose from thousands of incredible itineraries and hundreds of extraordinary ports of call. Find specialty cruises, one-of-a-kind cruises, as well as last-minute discount cruises.

### Vacations

This section offers incredible travel specials, hot deals, packages, tours, you name it! For more vacation fun, click the Vacations tab at the top for:

- Quick Getaways
- Last-Minute Deals
- Custom Packages

- European Tours
- All Inclusive Vacations
- Hawaiian Vacations
- Travel the Globe!

### Under Every Tab

- Travel Insurance – get quotes on travel insurance policies from Travel Guard to protect your clients from suffering in the event of unforeseen events.

### Extras

Talk about extras! This section is where your YTB Website really shines! You don't find these kinds of extras on other travel websites. Here you will find:

- Event Tickets
- Concerts & Shows
- Passport & Visas
- Honeymoon Registry
- Send Flowers

### Groups

Specific cruises are listed here for the convenience of your customers. Arrange to book a group cruise and list it here for easy access for your customers.



### *Components—Cont'd.*

#### **AND DON'T FORGET THE INSURANCE!**

Travel Insurance, like all insurance, can be invaluable. It is always better to have it and not need it than to need it and not have it. Because we believe travel insurance is so important, we make it available on every tab of your Booking Engine. We recommend when working with a client, you ALWAYS recommend travel insurance. And it is commissionable.

Here we have just scratched the surface. Take some time to really get to know your Booking Engine so that you are equipped to help your customers where needed. However, the YTBN Travel Network Booking Engine is so user friendly, we are sure they will have no trouble planning their vacation, door to door, from the comfort of their living room.



## RTA Back Office

In addition to a turnkey consumer travel booking solution, YTB Travel Network also provides you with an RTA Back Office to support all your business needs. Your RTA Back Office is where you go to manage your travel business.

### From your RTA Back Office you can immediately:

- View your commissions and account status
- Book travel through exclusive RTA opportunities via YTB Vacations
- Access YTB Travel Network's proprietary travel training programs, First Class Training and E-Campus
- Reference the YTB Travel Network Terms & Conditions and Policies & Procedures
- Order business cards
- Obtain regulatory information
- See a variety of travel specials
- Stay up to date on industry and YTB Travel Network news

### Once First Class Training is complete you can:

- Obtain the necessary information to book travel directly with travel suppliers
- Submit your Commission Claim Forms
- Obtain the necessary information to book group travel
- Apply for your RTA Identification Card

*And Much, Much More!*



## *Effectively Using Your Site*

Now that you know all there is to know about your new YTB Travel Network travel Booking Engine, there is something you'll need to DO... USE IT!

**Let's make sure you get your money's worth from your personal site. In order to make money using your site, you simply need to:**

- Hand out business cards to people that you meet that like to travel.
  - Call your friends and family and let them know about your site.
- Attach your website address to all email correspondence.
  - Put a link to your YTB Travel Network travel Booking Engine on a friend's site.
  - Let EVERYONE know that you are in the travel business!



### *YTB Shopping*

As a YTB business owner you have already tapped into the largest industry on the planet! And while it is hard to believe, there is more. As a YTB business owner you also have hundreds of stores available on your Booking Engine where your customers can shop while you earn commissions. Some of the stores are Best Buy, Staples, Disney Store, Bass Pro Shop, Home Depot and much, much more.

## Training Overview

Whether you are a home-based agent, a store-front agent or travel industry executive, training is important. For home-based agents especially, it is very easy to get caught up in your job or day-to-day lives and put off training thinking you will do it tomorrow... but it is imperative that you build that time into your busy schedule.

Fortunately, there is an abundance of training available to you online that you can access from your kitchen table over morning coffee.

You have made a decision to join the travel industry and that means you will be selling the world. In addition to all of the different types of travel and the hundreds of suppliers, you have to consider all of the destination you have the potential of selling.

If you are brand new to the industry this might be a little overwhelming for you so we encourage you to put some thought into this and choose either destinations or types of travel that you would like to specialize in, especially to get you started.

Your first stop should be First Class Training. This is a proprietary entry level training that is included in your enrollment fee.

You can find the First Class Training under Training Tools in your RTA Back Office. First Class Training will introduce you to the world of travel and set you on your path for success.

When your First Class Training is complete you will be equipped to expand your travel business from just your YTB Travel Network Booking Engine to booking travel directly with travel suppliers and the exciting world of group travel.

In addition to First Class Training, we encourage you to begin the YTB Travel Network E-Campus. This is an interactive 10-module comprehensive travel training program that will teach you everything from groups to geography and everything in between.

Each module is available for \$29.00 and you can work at your own pace.





### *Training Overview—Cont'd.*

Upon completion you will be promoted to Travel Agent status and earn a travel commission increase so don't put this off.

If you are interested in other training, simple internet searches can take you just about anywhere you want to go.

Whether you would like to pursue supplier training or destination training, you can find just about anything you want to know at your finger tips.

You may find it beneficial to pursue specialist training through various travel suppliers or specific Convention and Visitor's Bureaus. Your options are almost endless.

Whatever area you do decide to pursue as a specialization, we recommend you choose areas of travel that will prove lucrative to you.

For instance, do you think you can earn higher commissions on vacation packages to Branson,

MO or Hawaii? You have a GIANT world to sell. This upfront training will definitely help you to work your business smarter, not harder, and get you started with confidence.

## Travel Website

The YTB Travel Network Booking Engine is a consumer friendly booking tool designed to easily accommodate most of your customer's travel needs. The YTB Travel Network Booking Engine is made up of 3rd party travel suppliers such as:

- Travelocity Partner Network which supplies air, car, hotel and dynamic packaging
- Various tour operators to offer various vacation packages and guided tours around the world
- Honeymoon Wishes where your clients can register for a honeymoon or honeymoon amenities instead of the traditional toaster.
- Travel Guard for all of your travel insurance needs
- A consumer booking solution that offers most of the major cruise lines
- YTB Travel Network is not a tour operator and does not package travel. In almost all cases, the travel is being booked directly with the travel supplier and they will be the merchant of record.

Chances are that if your customers have been on a plane in the past decade, they booked that ticket on the internet.

The major online travel agencies have trained your customers to use your new YTB Travel Booking Engine. The use and navigation of your Booking Engine will come very easily, however, there is some very important information you should have before booking a single piece of travel for your customer.

Whenever possible, refer your clients to your Booking Engine to book their own travel to decrease the possibility of error. But if they insist that you handle it for them there are a few things you must remember. Once the travel is purchased and the 'submit' or 'book' buttons have been pressed, the sale is final.

There are NO refunds, so it is imperative that you check and double check and check again before the final steps have been taken. Even one wrong letter in a name may prevent your customer



### *Travel Website—Cont'd.*

from being able to travel. Always be sure to confirm the following pieces of information before hitting the “book” button:

#### **Name**

- First, middle and last CONFIRM SPELLING
- Departing Date
- Returning Date
- Departure City
- Destination

To better serve your clients you may also want to ask the following questions:

1. Are their dates flexible?
2. Would they be willing to arrive and depart from different airports to save money? ie, perhaps they want to go to NYC. They may be able to save money by flying into Newark, NJ and flying out of JFK. Some searches will return such itineraries as an option. Please be sure to review them and make sure your customer is aware.
3. Do they have a preferred supplier (airline, hotel, car rental agency)?

4. Depending on the type of travel, you may need birthday dates

- Birth Dates
- Citizenship
- Contact Information
- Emergency Contact Information

5. Do they have frequent flier or supplier loyalty numbers?

It is always advisable to get your customer's requests in writing or email so that you have the information directly from them for reference.

That vital piece of information could protect you in the event there is a mistake. For your convenience, there are several templates in your RTA Back Office that will guide you to ask the proper questions and collect all necessary information.

*And Remember, ALWAYS  
Recommend Travel Insurance.*

### *Back Office Training Available*

The more trained and knowledgeable our RTAs become, the more professional and successful they will be.

**We have already introduced you to your RTA Back Office. Now that you are ready to enter your Back Office for training purposes, let's talk about what training opportunities you can find there:**

- First Class Training
- E-Campus
- Group Travel Training
- Preferred Supplier Training
- CLIA (Cruise Lines International Association)
- Certification
- TICO (for Canadian RTAs)
- Travel Agent University
- Travel Agent Academy
- YTB Travel Network Booking Procedures
- Bookings on Site
- Bookings with Vendors
- Advanced Tools available upon successful completion of First Class Training.



## Online Travel Training Courses

Many of our suppliers offer extensive training programs to help you understand and sell their travel products. Here are just a few:

- Apple Vacations Academy  
[www.travelagentacademy.com/applevacations/](http://www.travelagentacademy.com/applevacations/)
- Carnival Cruises  
[www.bookccl.com](http://www.bookccl.com)
- CCRA International  
Login to your travel portal > Training > Vendor Training and Docs > CCRA
- Globus Tours  
[www.globusjourneys.com](http://www.globusjourneys.com) > Travel Agents
- Princess Cruises  
One Source

Some travel suppliers require a special log in to access areas of their websites exclusive to travel agents. If you are interested in obtaining a log in for any or all of the following suppliers, please send an email to [registrations@ytbtravel.com](mailto:registrations@ytbtravel.com) and specify which suppliers you would like to be registered with:

- Princess Cruises
- Carnival Cruise Lines

- VAX Vacations
- Crystal Cruises
- Costa Cruises
- World Agent
- NCL
- Globus
- Grand Canyon Railway
- MSC Cruise Line
- Europe Express
- Air by Pleasant
- All About Hawaii

Additionally, you can visit the following supplier websites and register yourself for agent access:

- Sandals
- Apple Vacations

### First Class Training

First Class Training is a proprietary training program developed by YTB Travel Network to introduce you to the world of travel. First Class Training is an entry level online travel training program that will provide the knowledge needed to start your travel business.

### Online Travel Training Courses—Cont'd.

Upon completion of First Class Training RTAs will be equipped to:

- Locate and utilize the tools provided them in the YTB Travel Network RTA Back Office
- Start working with clients and booking travel directly with the travel supplier
- Enter the exciting world of group travel
- Make decisions about which preferred suppliers to work with and consider specialization
- Continue their travel agent training to further enhance their travel industry knowledge

#### E-Campus

The YTB Travel Network E Campus is a web-based instructional series and said to be one of the most ambitious and comprehensive ever offered by a host agency.

- The YTB program of studies was designed by Marc Mancini Seminars and Consulting..
- Dr. Marc Mancini is one of the travel industry's most highly respected and best-known speakers.

- Nearly 300,000 travel professionals worldwide have benefited from training programs that he has designed or delivered

The YTB E-Campus modules can be found in your travel portal.

- YTB E-Campus Classes
- Unit 1-Overview of the Travel Industry
- Unit 2-Lodging
- Unit 3-Tours and Groups
- Unit 4-Cruises
- Unit 5-Air Travel
- Unit 6-Rails, Car Rentals and the Rest
- Unit 7-Travel Sales, Service and Marketing
- Unit 8-Destinations: North America and South America
- Unit 9-Destinations: Europe
- Unit 10-Destinations: Africa, Asia and the South Pacific



## Online Travel Training Courses—Cont'd.

### CLIA

Cruise Line International Association (CLIA) is the premiere association of cruise lines and travel agents which actively promotes cruise vacations to the industry and the traveling public.

#### CLIA's members represent

- 23 cruise lines
- 17,000 North American Travel Agencies

#### Their Sole Mission

- To educate travel agents
- To promote the value and affordability of cruising

They offer many educational programs and professional certifications for travel agents which every RTA should take advantage of:

- CLIA offers 27 different online courses
- YTB sponsors several live CLIA trainings around the country each year
- CLIA offers advanced certification programs

### Destination Training

Many popular travel destinations from Cancun to Alaska, Las Vegas to Maui offer travel agent training programs to help you sell their destination with confidence.

#### Here are just a few:

- Cancun Tourism Institute Program  
To view please visit [www.cancun-cti.com](http://www.cancun-cti.com)
- Guadeloupe  
To view please visit -  
[www.lesilesdeguadeloupe.com/](http://www.lesilesdeguadeloupe.com/) click on English at the bottom of the page then click on Professional Section at the top of the page.
- "Mexico Specialist" Program  
To view please visit [www.magicofmexico.com](http://www.magicofmexico.com)
- Canada Vacation Specialist  
To view please visit -  
[www.vacationscanada.travel/travel-agents/](http://www.vacationscanada.travel/travel-agents/)

## Live Training

**YTB unique training opportunities and Industry events are always a smart and fun way to:**

- Meet other travel agents and travel vendors and learn the ins and outs of the travel industry.
- You will learn new and innovative ideas on how to develop travel skills, marketing skills and sales skills.

**The more you know the more you sell!**

\* It is important to remember when attending industry events that you are representing YTB Travel Network and yourself as a professional travel agent.

YTB Travel Network and YTB Travel Network agents must adhere to the industry ethics and rules. TRAVEL TRADE SHOW ATTENDEES ARE YOUR PEERS, NOT PROSPECTS.

Travel Trade Shows are non-solicitation events and recruiting, selling of advertising, products, or services by agent delegates is prohibited.





## YTB Travel

YTB Travel Network opened its doors in March of 2001 and quickly became one of the nation's leaders in travel sales.

YTB's business model is designed to build travel volume through our large network of independent Referring Travel Agents (RTAs) and we have proven successful in this area throughout the years, being recognized by Travel Weekly in their Power List since 2007.

Since 2001, YTB Travel Network has sold over \$2 Billion in travel and has paid out millions in travel commissions.

At YTB we invite new people to the travel industry and then reward them for their efforts. Our unique business model allows us to provide a travel business to those wanting to sell travel and at the same time, not impose hard to reach sales quotas.

**Our compensation structure allows you to reach higher commission levels through training and production while not penalizing you as you are working toward those higher levels.**





### *Booking Clients' Personal Travel*

Asking your family, friends and business associates is one of the quickest and easiest ways to get travel booked on your website.

As soon as your site is up and running, take the time to compose a short email to your friends and family telling them about your new business and ask them to do you a favor and book their travel on your site from now on.

You are not asking them to do anything they weren't going to do anyway, you are just asking them to book it with you instead of the highly advertised internet sites.



### YTB Travel Commission Payments

YTB Travel Network pays travel commissions on a monthly basis. Payments are issued on the 25th of each month (unless the 25th lands on a weekend or holiday, in which case payments will be issued on the previous business day).

The percentage of commission you earn is determined by your level of training achieved as well as your personal production. You can earn up to 75% of the commission on all commissionable travel you book. Please see the commission document, located in your RTA Back Office.

Commission is calculated based on the base fare of the reservation. The base fare does not include things like taxes, gratuities and resort fees. In addition to the base fare, cruise lines will also assess taxes and non-commissionable port charges.

In almost all cases, the invoice will clearly indicate the base rate or fare from the non-commissionable fees.

**For example (based on one reservation for 2 passengers):**

Base cruise fare - .....	\$1500.00
+ taxes & non-commissionable port charges - .....	\$358.00
+ gratuities - .....	\$140.00
Total = .....	\$1998.00

Commission paid to YTB 12% X \$1500 = \$180.00  
 Commission paid to the RTA at 60% = \$108.00

**As evidenced in the above illustration, you can see how quickly your YTB Travel Network Booking Engine will pay for itself.**





## Commission Claim Form

All travel booked directly with a vendor requires the submission of a Commission Claim Form. This is an electronic form and eligible RTAs can access it easily from the home page of your RTA Back Office.

**Simply click on the link and follow the steps as required to submit the form.**

To ensure the most accurate and timely payment of your commissions, please be sure to enter true and correct information on the Commission Claim Form.

**You will need to enter the following information:**

- Booking ID
- Type of Travel ie, air, car, hotel, etc.
- Vendor Name
- Destination City
- State/Country
- Departure Date
- Return Date
- Booking Date

- Client Email
- Number of Passengers
- Special Comments
- Total Gross Cost of Booking

**IMPORTANT:** Failure to submit a Commission Claim Form will result in a forfeiture of your commission. For travel booked directly with a travel supplier, your Commission Claim Form is the only way YTB Travel Network will be able to identify the booking.

The Commission Claim Form must be submitted prior to the travel date. It is good practice to include submission of the Commission Claim form as part of the booking process.

Please note, travel booked on your YTB Travel

Network Booking Engine does not require the submission of a Commission Claim Form.



## Having A Travel Home Party

The key to success in any business endeavor is to provide a competitively priced product that people want and need while allowing you to make a profit. And you have that opportunity with YTB! But, if you do not advertise, your family, friends and potential customers will not know that you have just launched a new travel business. We have the answer for you! Host a Grand Opening for your new business. If you had paid \$50,000.00 to buy a retail store or brick and mortar travel agency, how big would your Grand Opening be? Just because your YTB website cost a lot less doesn't mean you shouldn't treat it the same! Here are some easy steps to help you get started.

**1. Book your Grand Opening** - Set up a time for the person who sold you the business to come to your home to assist you with the Travel Party. It is essential to book your first Travel Party within 7-10 days of purchasing your YTB business – you don't want to miss reaching out to the people you know who will be booking travel.

**2. Create an invite list** - Of all the people you know, who has the most potential to help you achieve your YTB dreams? Don't worry about figuring this out on your own because we have a word association exercise that nails it every time.

We use words that describe the characteristics of people who have become successful in the direct sales industry. This exercise has been perfected over the past 30 years with literally tens of thousands of people. So we know the types of people who have what it takes to do well in YTB.

Write down the names of the people you know that the first word describes. You may have multiple people listed under this word, the more the merrier. Some people may be associated with several words. Complete this exercise even if you already have a list. Are you ready?



*Having A Travel Home Party—Cont'd.*

Family – Not just your own family, but people with kids who love to travel to places like Disney, Sea World or other family friendly destinations.

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Business – Who are some individuals you know who travel for business or perhaps own their own business and would book travel through you?

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Church or Community Service – What are some organizations that travel, and do they travel in groups? Who heads up those organizations?

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Cruisers – You have a friend, a family member, a co-worker who has told you all about their fabulous cruise experience. Invite them - you're open for business.

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### Having A Travel Home Party—Cont'd.

Try to get both husband and wife to attend your Grand Opening. Use your address book, cell phone, Facebook or social media contacts as a memory jogger.

**3. Contact and Invite** - "I am so EXCITED ! I have just launched my new travel business. I'm having a Grand Opening at my house (location) on Tuesday (day of week), the 16th (date) at 7:30 (time). I can count on you to be there, right?"

Most will say yes but if anyone does say no, tell him or her, "Why not. I would support your business if you asked me to. It's a party and the theme is: \_\_\_\_\_ (Hawaii, Jamaica, cruising, etc) so dress casual.

Other ways that you can send invitations:

- Evite.com
- Snail mail
- Facebook or other social media sites

### THE REMINDER

Remind your prospects 90 minutes before the start time. By assuming they are coming to your Grand Opening and asking for their help you will increase the number of people who attend. You can call or text one of the following scripts. If you call, do not give them a chance to reply, assume they are coming. Whether you call or text, do not deviate from these scripts.

(Prospects name), running short on time and really need your help. Will you please pick up a bag of ice on your way? Thanks and see you at \_\_\_\_\_ (Time)

(Prospects name), running short on time and really need your help. Will you please pick up a 2-liter of soda on your way? Thanks and see you at \_\_\_\_\_ (Time)

(Prospects name), running short on time and really need your help. Will you please pick up a bag of chips on your way? Thanks and see you at \_\_\_\_\_ (Time)



### *Booking Clients Personal Travel*

Asking your family, friends and business associates is one of the quickest and easiest ways to get travel booked on your website.

As soon as your site is up and running, take the time to compose a short email to your friends and family telling them about your new business and ask them to do you a favor and book their travel on your site from now on.

You are not asking them to do anything they weren't going to do anyway, you are just asking them to book it with you instead of the highly advertised internet sites.





## Having A Travel Home Party—Cont'd.

### IT'S TIME

Your guests are arriving to the sounds of Jimmy Buffet, Reggae, Island music or something similar. Refreshments are on the table and your vacation pictures are on display.

Here are some other helpful tips on a basic set up for the Grand Opening:

1. Create a party atmosphere. Have a theme. Have Fun. Play background music and dress according to your theme. Leis from the dollar store are a great idea.
2. Have some travel pictures or posters and travel brochures/flyers displayed on the tables. Have fun and get creative on this part. Get people seeing the vision of what we do.
3. Make sure you have a TV and DVD set up that can be seen by everyone so that the presentation will go well and everyone will get a chance to see and hear well. Make sure TV, DVD, DVD player, stereo, CDs, speaker phone, etc. is working properly PRIOR to the party starting.

### BACK TO THE PARTY

Be enthusiastic and engage in small talk but DO NOT discuss YTB. If anyone asks questions say, "I'm waiting on everyone to arrive so I can explain this to everyone at the same time." 15 minutes after the time you asked your guests to arrive, turn off or mute your home and/or cell phone. Turn off the music and ask your guests to mute their phones for the next 15 minutes.

Explain in 60 seconds the reason you are starting your own business and your 'WHY' for doing so. Tell them you are going to introduce your business in less than 15 minutes with a DVD and after that you will introduce them to your business coach over the phone.

### THE CALL

Once the DVD is finished ask your guests what they liked best about what they saw. Agree with what each says and make a mental note or write down their comments. If anyone asks a question say, "That's a good question. Be sure to ask my business coach when we speak to him or her."



## ID Card Overview

**Referring Travel Agents (RTAs) are allowed to apply for a YTB Travel Network ID Card, however, applicants must meet ALL of the following criteria:**

- Be an active RTA
- Agree to and abide by the Agreement: paying specific attention to section 2.3 which governs the use of the Company ID card
- US Residents: Complete First Class Training and successfully pass the exam
- Engage some time and effort to selling travel and advancing travel knowledge through additional training
- Canadian Residents: Complete the TICO training and successfully pass the exam. Secondary must also be TICO Certified to obtain a secondary card.
- Travel Sales Qualification
- RTA must achieve \$1,500 in travel sales
- Within the twelve (12) month period prior to the issuance of a renewal card, RTA must have achieved \$1,500 in travel sales.

Please note that, YTBTN ID Cards are for the sole purpose of identifying a person as an Independent Referring Travel Agent with the company.

The card is valid for one year and must be renewed annually. It is the responsibility of the RTA to determine, in advance of booking, what an individual vendor requires as identification as a Referring Travel Agent and/or Travel Agent. YTBTN does not guarantee agent rates with the use of the Company's ID Card.

Any misrepresentation or misuse of this card may be cause for immediate termination. Any reproduction or other unauthorized use of this card is strictly prohibited. The card is the property of YTBTN and must be surrendered upon request.

**\* Residents of the State of California cannot be issued a Company ID card due to state regulations.**



### *The YTB Travel Network Referring Travel Agent ID Card Promoting To A Travel Agent*

Once RTAs have successfully completed all the required E-Campus courses and the aforementioned requirements, their title will be promoted from Referring Travel agent to Travel Agent.

At that time they will be able to apply for a new Company ID card with the new title of Travel Agent.



## The CLIA Card

### What is CLIA and how does it benefit me?

- Cruise Line International Association CLIA is the premiere association of cruise lines and travel agents which actively promotes cruise vacations to the industry and the traveling public.

### RTA Benefits

- RTAs will have access to all of the CLIA sales and training tools
- The better trained you are as an agent, the more cruises you will sell

- \* Eligible RTAs and Travel Agents will have the opportunity to apply for a CLIA card

### \* Prerequisites:

1. First Class Training must be successfully completed.
2. Must be a CLIA affiliated agent.
3. CLIA's training and enrollment must be met which includes enrollment in CLIA's ACC Program.

- \* CA residents must book \$2,500 in travel before eligible to apply.



## Your YTB Business Cards

### Order Your Cards Immediately

It's important to order your YTB Travel Network business cards soon after enrolling as a YTB Referring Travel Agent. Your business cards show that you are serious about your new venture.

- Business cards are a great tool for sending people to your YTB website where they will book vacations and travel.

### YTB uses referral marketing [that's you] instead of spending millions in advertising!

- Your business cards are used along with your YTB Travel Network Referring Travel Agent Identification Card to show proof of your business entity when requesting discounts.
- Your cards will also be used in the course of marketing your business to others who might be interested in building a team of Referring Travel Agents.

- Having business cards is one way to “Prove Intent to Make a Profit,” an IRS requirement to take tax deductions on your travel business.

### How to Order Your YTB Business Cards

Ordering your own business cards is a simple process. Go to your Back Office grid and click on Business Cards. You may also access from the link on your Travel Portal. Choose your card and fill out the form. Be very careful when filling out the form. Please double-check it after you have filled it out. What you order is what they will send. Remember, with email and website addresses—commas, periods, and dashes are very important. These are the only approved business cards with the corporate logo.



## Eligibility For Agent Reduced rate Trips

### NOTES ON REDUCED RATE TRAVEL

At YTB, TRAVEL is our BUSINESS!

Our business objective is to sell and support an efficient, functional, and profitable online travel business to independent sales people.

Accompanying the YTB Travel Network RTA or Travel Agent business opportunity and its focus on travel sales, under some guidelines there may be some discount travel opportunities for qualified RTAs.

A word about discounted travel and RTA Exclusive trips: Many vendors in the industry provide discounted travel to qualified RTAs. The reason they do this is to familiarize the RTA with their property, products and services, thereby promoting full-fare customer bookings.

This is a successful marketing strategy by the vendor intended to generate new business for

them. And it's a privilege for the travel RTA to be able to take advantage of these courtesies.

### Cruises

In regard to an RTA or Travel Agent taking advantage of various cruise lines' offers for discounted travel, YTB has set forth the following guidelines:

- Must be an active RTA (must have taken and passed First Class Training) or TA (must have successfully completed all 10 E-Campus modules) in good standing with YTB Travel Network
- Request must accompany a copy of your preprinted YTB business card with your unique YTB ID number
- Request must accompany a copy of your CLIA card
- Request must include all traveler information
- Desired departure date



### *Eligibility For Agent Reduced rate Trips—Cont'd.*

- Ship name & cruise line
- Passenger name(s). Please limit cabin occupants to two.
- Date and cruise line of your last reduced rate cruise. (YTB must be able to verify this)
- One cabin per RTA ID number
- Must have booked 5 cabins at full fare within the past 12 months with the respective cruise line. You must provide the booking numbers and sail dates at the time of request.
- A list of a minimum of five (5) bookings within the last 12-month period. The five qualifying bookings must have already sailed, be paid in full or be fully deposited within the last 12-month period. The RTA requesting the reduced rate must be the booking agent on these qualified bookings.

**Please fax Reduced Rate Request Form to 618-301-4750, Attn: Reduced Rates Department, or you may email [reducedrates@ytb.com](mailto:reducedrates@ytb.com) for approval.**