

SYLLABUS

TRAV 1711-40 Travel Sales and Trends

Number of Hours: 15-30 hours for 1 or 2 semester credits

Instructor: Angie Jensen

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Description:

Enjoy expected as well as surprising sales techniques and new approaches as you explore and practice them. Included you will find telephone business manners, listening skills, and tools for targeting the traveler. Discover successful sales steps for telephone reservations agents as well as for the travel professional working with clients one on one. Trends in the industry include the use of the Web for a variety of travel resources as well as current information on possible careers in the industry. This is an excellent introduction to the program.

Objectives:

Upon Successful Completion of this course, you will be able to:

- Describe the need for sales and customer service skills and professional telephone manners
- Ask open and/or closed questions as appropriate
- Turn features into benefits while making a recommendation
- Make the sale with a choice or assumptive close
- List and define traveling styles and motivations for leisure travel
- Identify demographic groups of travelers
- Explain how demographics and traveling style impact the way people travel
- List and explain travel planning and booking trends including travel resources on the Web
- Log-In and navigate multiple travel resources online

Grading Criteria: Successful completion of all Stop, Review, and Applies, Challenges (research and application), participation in Discussion, Exam, and Evaluations of assigned travel resource sites.

Course Outline: Each lesson includes an online Review (Stop, Review and Apply) as well as at least one Challenge that requires independent research and application.

Lesson 1	Basic Sales Skills
Lesson 2	Phases in the Sales Process
Lesson 3	Styles of Travelers
Lesson 4	Targeting the Traveler
Lesson 5	Review
Exam	
Lesson 6	How to Use the Net
Lesson 7	Travel Resources Online
	(Learning activities submitted to instructor)

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