

WEEK 1: Travel Sales Basics & Customer Profiling

- Types of travel products: FIT, GIT, corporate, luxury, pilgrimage, etc.
- Understanding customer types: Solo, couple, family, group, corporate
- Buyer persona creation & travel behavior mapping
- Sales funnel stages: Awareness, interest, decision, action
- Introduction to CRM: Why it matters in travel sales

WEEK 2: Communication & Conversion Skills

- Sales communication: WhatsApp, email, telephonic conversations
- Structuring a travel pitch: Greetings, destination briefing, follow-up
- Objection handling: Budget, safety, delay in decisions
- Cross-selling: Add-ons like activities, transfers, visa
- Upselling: Hotel upgrades, experiences, longer trips

WEEK 3: Lead Management & Reporting

- Lead qualification: Hot, warm, cold
- Lead follow-up structure: Timing, frequency, and tone
- Using Excel or CRM tools for tracking sales performance
- Preparing quotations & itineraries in response to inquiries
- Closing strategies: Scarcity, urgency, testimonials

WEEK 4: Retention, Automation & Relationship Building

- Loyalty & referral programs for clients
- Collecting and using testimonials
- WhatsApp automation & CRM workflows for travel sales
- Seasonal selling strategies (festive, honeymoon, etc.)
- Feedback handling and customer relationship maintenance