



# BE AN ADVISOR

Below are some questions you can ask clients, and prospective clients, when they call to ask for help planning a vacation.

Asking these questions will really help set you apart as a true advisor and someone who is interested in helping them plan the best vacation possible, not just in making reservations for them.

Please use this as just a starting point. Get rid of questions that don't seem to be working, and add others that you find really work well for your niche.

**How do you want to feel on this vacation?** (romance, relaxation, luxury, adventure, education, connect with friends/family...)

**PRO TIP:** Be sure to ask what this means to them! One person's idea of relaxation can be very different from another person's relaxation.

**Where do you want to stay?** City center/walking distance to attractions? Countryside? Large resort or boutique hotel? American style (with American amenities) or local style? Are you OK with crowds on a bigger ship or do you need a small ship? Do you need a kids club or nannies? What are some of your favorite hotels and resorts?

**What do you want to eat?** Are you ok trying local foods or do you prefer more familiar foods? Do you have any dietary concerns? Are you traveling with children who may need more familiar foods? Do you like buffets, or would you prefer sit down meals?

**What do you want to do?** Do you prefer to have your days planned out or would you prefer to be more spontaneous? Do you want to go someplace with an active nightlife, or do you prefer quieter entertainment? Do you want to be active? (biking, hiking, general adventuring) If so, how active? Are you interested in shopping? If so - luxury products or local crafts? Do you want to explore on your own or would you prefer a guide? Are you OK traveling to places where people may not speak english?

