

Take your

BUSINESS

to the next level



Extraordinary people

travel counsellors



As a home-based independent travel agent running your own business you have already taken the bold step to go it alone. You've worked hard to get where you are and you have loyal and steady client base. You're doing ok, but somehow there's something missing and you're not sure what it is. At Travel Counsellors we understand the pressures and concerns of working from home and we have built a worldwide business and community around supporting, counselling and developing home-based ITC's to take their businesses to a new level. It's essential that you allow us to show you how we lead the field. Our competition simply can't offer you the support, training, technology, marketing ideas, or central management expertise, which will enable you to succeed in this fast changing industry.

What could be better than joining a company which is at the top of the home-working tree. Take your business to the next level by taking advantage of our state-of-the-art technology, our supplier agreements and airfares, brilliant in-house dynamic packaging system (where you control your commission level), marketing tools to promote the offers you want to your clients, great business advice, tools to win new corporate accounts, world class admin support and brilliant customer relationship management systems enabling you to work more efficiently. All aimed at helping you to win more clients and most importantly earn more money.

Recruitment Requirements

- Experienced travel professionals with a solid background in travel
- A valid Galileo certification (we can arrange conversion courses from Amadeus for free)
- A client base and client following
- To be free of any previous contractual work commitments
- Be highly motivated & an expert in selling travel
- Have a positive attitude
- Compulsory attendance at our 3 day induction programme in Cape Town (you pay for flights & we cover the rest)

What Will It Cost?

- A R5,000 joining fee, excluding VAT
- A R500 per month monthly management fee
- A 60:40 commission and service fee split (60 % to you)
- You also meet the cost of your home ADSL, 3G and any telephone calls that you make.

What Do I Get?

- The attached list of over 80 items describes in detail the full extent of our offering.

How does it work?

Home-based Travel Counsellors have the best of both worlds. They run their own business and have the freedom and flexibility that comes with being their own boss and they also get excellent back-up and support from a tried and tested company. Because they are home-based and supported operationally, they have more time to dedicate to their clients. They use this time wisely to build strong trusting relationships with each client by providing them with the ultimate in concierge service. Through our Golden Habits and System of Success, they promote maintain and deliver the highest levels of customer service.

Our Travel Counsellors will;

- Find and continue to build their own client base, using the tips, tools, guidelines and support we provide
- Trade as Sole Proprietors, i.e. Sarah Mills – Travel Counsellor, no need to register CC's or Pty companies
- Quote and make all land & air reservations themselves directly with suppliers
- Queue PNR's to our operations centre for ticketing (unless you choose our robotic ticketing option)
- Load and record all sales onto our mid/back office system - Phenix Retail
- Invoices are settled directly by clients with Travel Counsellors head office.
- Receive 60% of everything that is earned on each booking by way of commissions/mark up and or service fees.
- Market extensively to their client base using the brilliant tools in our Marketing Contact Centre.

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See What Some Of Our SA TC's Have To Say

“As an independent ITC I thought I was doing OK, but when I saw the Travel Counsellors presentation and what they could offer me I was astounded, I had no idea that anyone could take home-working to such a sophisticated level. I realised what I was missing and that they could put my business on a completely new level. I didn't hesitate to join as I didn't want to miss out on something this good. I love the idea of being part of something dynamic and there are all sorts of activities aimed at keeping us up to date and motivated. They really bend over backwards to make it work for you.” **Helen Aitchison**, Travel Counsellor, Durban

“Initially the offers from other ITC companies looked more attractive with a higher commission split and promises of overrides, but when I really went into it I soon realised that all the extras that other ITC's charged for are already included with Travel Counsellors and that overrides are very unpredictable, besides I can earn a minimum of 20 percent upfront on hotels reservations by using our in-house dynamic packaging system - Phenix Online. Travel Counsellors also make it so easy to start up by providing me with a free Dell laptop and office set up kit, including, free email & Microsoft office, free start up stationery, free unlimited ticket wallets and baggage labels. No, I knew I would be better off and I that I would be looked after much better resulting my business becoming much stronger with Travel Counsellors and I'm pleased to say I was right.” **Wendy Dowd**, Travel Counsellor, Cape Town

Questions You May Have

Isn't Travel Counsellors primarily a Leisure brand?

The mix of our business varies country by country, however in South Africa our business has a strong leaning towards corporate travel. Currently our business mix is 70% -30% in favour of corporate travel. Whilst we have brilliant leisure products and tools we are also very strong in the corporate field and provide a wide variety of tools, including a dedicated personal business travel website for each Travel Counsellor, online and brochure style business presentations, examples of travel management agreements and service level agreements, plus corporate private fares and much more.

Will your Administration Be As Efficient As I Would Be?

Travel Counsellors dedicated administration team handles all booking related paperwork to ensure consistency, continuity and a seamless service. (using our robotic ticketing facility however will put you in control even more and improve your efficiency) In a recent survey 98% of Travel Counsellors rated Head Office support as excellent or good. Additionally all your sales and commissions, which are paid to you twice per month, are tracked daily and are displayed live on your intranet screen for you to see. The whole system is very transparent.

Do I Need To Achieve Sales Targets Each Month?

Not in the first twelve months, but we do ask that you use the tools available in our system to create your own business development plans, which includes setting yourself business and financial goals. **In the second year** we expect our to see our Counsellors achieving a minimum average monthly turnover of R150,000 in gross sales.

Is There Out Of Hours Support?

In addition to the tremendous support provided by our team at Head Office, there are also staff on standby out of hours to assist you in the case of emergencies (but if you choose to use our robotic ticketing facility you can process out of hours requests without head office interaction).

Do I Get Ideas For Marketing Myself?

Yes, our Business Development Executive will help you develop a detailed plan on how to market yourself and your business in your area. We also have great business and leisure aids such as PowerPoint presentations and business presentation folders for tendering purposes. Plus we have great tools for you to use to on our intranet system such as personalised marketing e-shots, electronic postcards, destination podcasts, etc which you can send to clients and prospects.

Is the 60:40 Commission Split Negotiable?

This is our business model worldwide and cannot be changed as we believe that it offers outstanding value for our margin. Besides, the superior administration and technology support we provide surpasses anything in the market, we are also continually making further investments and enhancements in our technology costing millions of Rand each year. This ongoing investment which comes at no additional cost to you ensures that you stay at the forefront of the travel industry bringing your more customers and making you more money.

Furthermore, no other company offers the scope of hands on business development support and marketing tools which are so critical in helping you to win new business. Also, many items that other companies charge for are free with Travel Counsellors, for example; Travel Counsellors will not charge you merchant fees when collecting service fees from your clients by credit card, or indeed courier fees to deliver documents to your clients, or for developing your personal corporate and leisure websites. No other company supplies free laptops, printers, stationery, ticket wallets, luggage labels and marketing items, or free quarterly copies of GSA, monthly copies of TIR and weekly copies of TNW. When you compare the “creeping below the line” additional costs of other home-working companies to the all inclusive approach of Travel Counsellors, you will agree that we offer the best financial package in the market.

I already have a Registered Travel Company – would I have to change this?

We prefer all our Counsellors to trade as self employed Sole Proprietors as this eliminates unnecessary complications and simplifies the trading relationship between us. When you join travel counsellors you cannot trade under another name other than Travel Counsellors, this ensures common terms & conditions, common legal responsibilities and a common commitment to the customer, including the assurance that their monies are protected under the Travel Counsellors Financial Trust.

Do I Have To Sell Your Preferred Suppliers?

No. We believe that you must be free to sell whatever suppliers you want to within reason. However, we have approved over 160 suppliers to Travel Counsellors South Africa whose background and financial standing have been checked and verified by us. When you use any of these suppliers your clients will have the added benefit of knowing that their monies are covered by our financial trust which protects them fully in the event of supplier insolvency. Additionally, we have negotiated better than average upfront commissions with many of these suppliers and we also have a variety of private and corporate fares as well as IT fares with a large number of airlines..

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Is Travel Counsellors an IATA Licenced Company

Yes, Travel Counsellors (Pty) Ltd is an IATA registered travel agency. We are also a Level 2 B-BBEE rated BEE company.

So what happens next?

If you meet our recruitment criteria and you wish to take your enquiry further, it's important that we meet you face to face. Either you can come to our head office in Cape Town, get a feel for what we do and how we do it or alternatively we'd be happy to visit you to demonstrate our systems and technology and to discuss Travel Counsellors in more detail. If you are happy with what you see and hear we'll invite you to complete an application form.

.A Note From Will Puk (Director, Travel Counsellors SA)

It always pays to keep your options open and to continually review your current environment. Supplier relationships are constantly changing and clients are more empowered than ever before, so it makes sense that you might need to change too. The entry of award winning Travel Counsellors into the SA market in 2007 has completely revolutionised travel home-working, putting home-based travel agents at the forefront of the industry with technology and tools simply not seen in SA before. Let us show you why we lead the field and how we can grow your business and margins significantly. At Travel Counsellors we're 100% committed to helping you be the best you can be. Join our revolution and be part of a winning team.

If you're an experienced travel professional who shares a passion for travel, who insists on delivering the highest level of customer service and is looking for a more financially rewarding solution, then you wouldn't wish to join a better company than Travel Counsellors

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