



It's
DECISION TIME
for the travel agency owners

Extraordinary people

At Travel Counsellors we understand the pressures, concerns and challenges you face running your own retail travel agency. Rising overheads, falling commissions, declining profits, bonding costs, admin & ADM issues, staff shortages and changes to consumer buying patterns to name but a few, have taken the shine of businesses that were once buoyant and profitable.

With a proven track record both locally and internationally, Travel Counsellors offers an unrivalled opportunity for travel agency owners to run their own business from home and make the smooth transition into the fastest growing travel segment of the industry. This is your chance to stay in travel, continue holding the reigns, but with the understanding and commitment to your profitable future, that only an award winning company can offer.

Take your business to the next level by taking advantage of our state-of-the-art technology, innovative marketing tools, great business advice, world class admin support and brilliant customer relationship management systems, enabling you to work more efficiently, win more clients and most importantly earn more money.

Recruitment Requirements

- Experienced travel professionals with minimum 5 years senior retail or corporate travel experience.
- Valid Galileo certification (we can arrange conversion courses from Amadeus for free)
- A client base and client following
- Ability to work from home
- To be free of all outstanding commitments, including office lease agreements, franchise agreements and the like.
- 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
- R500 monthly management fee
- A 60:40 Commission & Service fee split (60% to you)
- You also meet the cost of your home ADSL together with the cost of your telephone calls

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 the clients. They use this time wisely to build a strong emotional attachment with each client and with the assistance of our "Golden Habits" they promote, maintain & deliver the highest levels of customer service.

Our Travel Counsellors will;

- Trade as Sole Proprietors in their own name, i.e. Sarah Mills Travel Counsellor. No CC's or Pty companies.
- Find and build their own client base, using the tips, tools & guidelines we provide
- Quote and make all land & air reservations themselves directly with suppliers
- Queue PNR's to our operations centre for ticketing
- Load and record all sales onto Quick trav front desk
- Operations issue all invoices to the client and the client pays Travel Counsellors head office directly.
- Receive 60% of everything that is earned on each booking by way of commissions/mark and or service fees.
- Market extensively to their client base using the brilliant tools that are provided on our intranet system

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

“As a small to medium sized travel agency owner I found that I just couldn't make enough money. Sure, I was working all the hours I could, often until very late, but the costs, overheads & staff issues were just killing me. Fortunately, that's when I picked up the phone and called Travel Counsellors and I've never looked back.” **Says Lizl Sevenster**, Travel Counsellor, Mokopane

“After reading about Travel Counsellors offering a unique business model, empowering travel professionals from both leisure and corporate travel to dedicate more of their valuable time and expertise in the pursuit of complete client satisfaction, I was immediately attracted to the concept. As an owner of a small Travel Agency, I found that I was spending too much time commuting to and from work and worrying about administration duties instead of focusing on what I enjoy most about the Travel Industry. Through the support that I would be able to enjoy from Travel Counsellors and working from the comfort of my home I would have the best of both worlds. It was an easy choice to make, with the innovative travel solutions at my fingertips and fantastic administration support I am now able to passionately dedicate my time in a relaxed atmosphere to what I love most about travel – satisfying my clients. "I love my job again!" **Says Charmaine Higgins**, Travel Counsellor, Johannesburg”

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 approximately 70% - 30% in favour of corporate travel. Whilst we have brilliant leisure products and tools we are also very strong in the corporate field.

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. 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 include setting yourself business and financial goals. In the second year we expect 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 if needed, as well as a 24/7 *EMERGENCY* service.

Do I Get Ideas For Marketing Myself?

Yes, we 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 on our intranet system such as personalised marketing e-Shots, which you can send to clients and prospects.

I'm Concerned That I May Feel Isolated. Is There Anything to Help With That?

Yes, firstly there's the daily interaction with your operations team in Cape Town. This is mainly carried out over Microsoft Communicator whereby you can live text message on screen, have a voice only discussion via your laptop, or have a visual discussion on the webcam. This form of communication is absolutely free. Additionally, there's our weekly TCTV webcasts from the U.K. plus twice monthly broadcasts from us in Cape Town to update you on the latest local news and deals. You can participate in group and individual online training as well as supplier broadcasts and we also distribute copies of TNW, TIR and GSA free of charge. However, one of our most innovative communication pieces is our live message board system, where you can post a question to all of the other 1100 Travel Counsellors worldwide and they will respond to you questions live on our intranet system. We also hold annual Mini Conferences in South Africa and our Travel Counsellors have the opportunity to travel once per year to our international conference, which last year was held in Marbella Spain.

Do I Have To Sell Your Preferred Suppliers?

No, as we believe that you must be free to sell whatever suppliers you want within reason. However, if the supplier has been previously approved by us and is listed on our intranet system, they will have the added benefit of offering you better than average commission at source, while also being covered by our Travel Trust.

Is Travel Counsellors an IATA Licensed Company?

Yes, Travel Counsellors (Pty) Ltd is an IATA registered travel agency as well as a member of ASATA. We are also an officially rated BEE company.

So What Happens Next?

We need to meet you personally, either you can come to Cape Town and spend a day with us, get a feel for what we do and how we do it (we'll contribute towards your expenses because we believe in what you've read, and once you see it too, we'll be your only choice). Alternatively we'd be happy to visit you to demonstrate our systems and technology and discuss Travel Counsellors in more detail.

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

It's only natural to be concerned about where your business is heading long term. Supplier relationships have changed and clients are more empowered than ever before, so it makes sense that you need to adapt too. The Travel Counsellors business model allows you to dramatically reduce your overheads, relieves you of tedious back office functions and puts you back in control of your business, allowing you to focus on what matters most, giving your clients the ultimate travel service. And because your cost base is under control your services don't have to cost your client's the earth, giving you a tremendous competitive advantage.

At every level, whether you are in corporate or leisure travel, we promise to support, counsel and develop you through our systems and training to build your business. 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, or central management expertise, which will enable you to succeed in this fast changing industry.

Do your homework and become a winner with Travel Counsellors