

It's

DECISION TIME

for the travel agency owners



Extraordinary people

travel counsellors



™

At Travel Counsellors we understand the pressures, concerns and challenges you face running your own travel agency. Competition from the internet, rising overheads, declining profits, bonding costs, admin & ADM issues, staff shortages and changes to consumer legislation to name but a few are all things that constantly distract you from giving your clients the service they deserve. These and other issues have helped to take the shine off businesses that were once buoyant, fun and profitable.

With a proven track record both locally and internationally, Travel Counsellors offers an unrivalled cost effective opportunity for travel agency owners to reposition their business 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, shed time-consuming admin and back office functions, get expert help and assistance in growing your business, with the backing and support 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 that put you in control, great business development assistance, 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.

Get back to basics and join the most technologically advanced travel company in South Africa - it could be the best move you've ever made.

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 or client following
- Ability to work from home or office (which is not retail or consumer facing)
- To be free of all outstanding previous commitments, such as franchise agreements and the like.
- Be highly motivated & an expert in selling travel
- Have a positive attitude
- Attendance at our 3 day induction programme in Cape Town (you pay for flights & we cover accommodation, meals, transfers)

What Will It Cost?

- A R5,000 joining fee, excluding VAT
- R500 monthly management fee, including VAT
- 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 award winning company. Because they are mainly home-based and supported operationally, they have more time to dedicate to their clients. They use this time wisely to build a strong emotional attachment with each client by providing them with the ultimate in concierge service. Through our Golden Habits and System of Success, 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 necessity to register CC's or Pty companies.
- Source and build their own client base, using the tips, tools, assistance & Business Development support & guidelines that we provide
- Quote and make all land & air reservations themselves directly and with suppliers
- Queue PNR's and land bookings to our operations centre for ticketing and payment processing (unless you chose our robotic ticketing option)
- Load and record all sales onto our mid/back office system - Phenix Retail
- All invoices are settled directly by the client 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.

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

“I now take home 60% of everything that I earn with Travel Counsellors, which is a heck of a lot more than I ended up with when I owned my own agency. Imagine everything that used to distract me is now taken care of by Travel Counsellors, leaving me completely free to concentrate on my clients. It's a win-win situation that gets better everyday as my happy clients are now constantly referring me to their friends and colleagues. I should have made the move much sooner.” **Says Helen Shelver**, Travel Counsellor, Johannesburg

Extraordinary people

To find out more call us on 0861 88 99 00 Or email
careers@travelcounsellors.co.za or visit www.travelhomeworking.co.za

travel counsellors



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 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 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. (but if you choose our robotic ticketing facility you can process out of hours request 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 on our intranet system such as personalised marketing e-Shots, electronic post cards, destination podcasts, etc, 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 either live text message on screen, have a voice over only discussion via your laptop, or have a video discussion via 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 1200 Travel Counsellors worldwide and those with answers or advice will respond to your question 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.

Do I Have To Sell 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 official 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.

Is Travel Counsellors an IATA Licensed Company?

Yes, Travel Counsellors (Pty) Ltd is an IATA registered travel agency. We also hold a level 2 BEE rating.

So What Happens Next?

If you are interested in taking your enquiry further a one to one meeting is the next step. At this meeting we'll demonstrate our systems and show you just how much we can support you and help you to grow your business. We will also explain the recruitment process in detail, which culminates in a 3 day induction in Cape Town during which new TC's are given in depth instruction on how to use our intranet system, as well as sales and marketing advice. At the conclusion of the induction TC's will receive their laptop, printer, marketing tools, business cards and other stationery items.

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

It's only natural to be concerned about the long-term prospects of your business. Supplier relationships have changed and clients are more knowledgeable and empowered than ever before, so it makes sense that you need to adapt too. Travel Counsellors' business model gives you access to world class technology and tools that give you a real competitive edge and places you firmly back in control of your business. When you join Travel Counsellors you will be partnering with the world's leading travel home-working company, a hugely respected group with a wonderful community spirit. The opportunity to significantly reduce your overheads and do away with tedious back office functions, leaving you free to concentrate on what matters most - your clients, is too good an opportunity to be missed.

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

Do your homework and become a winner with Travel Counsellors

Extraordinary people

To find out more call us on 0861 88 99 00 Or email
careers@travelcounsellors.co.za or visit www.travelhomeworking.co.za

travel counsellors



Extraordinary people

To find out more call us on 0861 88 99 00 Or email
careers@travelcounsellors.co.za or visit www.travelhomeworking.co.za

