

# Enhance Your Image as a Travel Consultant



**Tara Gupta, President  
Consultant, Trainer, Speaker**

You will learn to use professional *consulting skills* so prospective clients recognize the *true value* of your expertise & your services. This will enable you collect a deposit or consultation fee just like other consulting professions. And clients will ask for you by name!

*“Great job Tara! You are generous with your knowledge and it is clear you want others to be successful.”*

*- Melinda Heryford – Owner,  
Moroccan Sahara Tours*

## Charging a Consultation Fee

*Using the 3-Step Travel Consulting Method™*

Isn't it frustrating when you put in hours on a client's itinerary only to be told "no"? And how do you feel when you need to justify collecting a deposit or a Consultation fee?

### You will learn:

- To effectively use The 3-Step Travel Consulting Method™
- To articulate & demonstrate *your* expertise in your very *first* interaction with the client
- To create and implement a fail-proof Consultation Fee strategy
- And more...

## Enhancing your Image as a professional Travel Consultant

*Helping your Clients Buy from YOU*

Project yourself as their advisor, their consultant and their partner. Your clients *need* you. Your expertise is beyond online, beyond product, beyond supplier and beyond price.

### You will learn how to:

- Uncover the *true* needs of today's internet & travel savvy client
- Establish your credibility as an advocate working on behalf of your client
- Partner with your client to create a personalized experience which they can buy only from you
- And more...

## From Selling to Consulting Skills

*Building your Clients for Life*

Doesn't it drive you crazy when clients say 'I booked it on the Internet because it was cheaper'? Do you feel you get "shopped"?

### You will find out:

- Who is your target market?
- What do they want from a Travel Consultant?
- How to *not* get shopped.
- How to build a client for life due to your expertise and not because of price.
- And more...

*You were a hit! I have received calls and emails from the agents expressing their appreciation for an excellent learning opportunity.*

*- Connie Risse – Owner,  
Ships and Trips Travel*



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www.Tara-CTS.com

**Tara@Tara-CTS.com**  
**(415) 310-5721 San Mateo, CA**

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