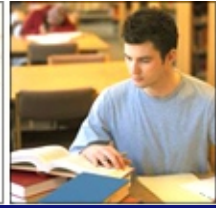


TRS⁺

CONSULTING

Travel Training +
Travel Research +
Strategic Consulting +



INDEX

1. Company Profile...3

A. Profile of Principal Consultant...4

2. Travel Industry Training Services...5

A. Strategic Alliances...6

B. The TRS Professional Certification Programs...6

i. Certified Travel Professional (CTP)...7

ii. Certified Travel & Tourism Professional (CTTP)...13

C. The International Certifications of The Travel Institute, USA...15

i. CTA Program...16

ii. CTC Program...16

iii. CTIE Certification...23

iv. Destination Specialist Options ...26

D. The Orbit Travel Business School-Indian Alliance...27

E. TRS Online-Skill Map Assessments...28

F. Semi Standard Courses & Customised Learning Solutions...31

G. Nolan Burris Workshops on CD for Travel Professionals...31

3. Travel Research...35

A. Strategic Alliances...35

B. Travel Research Solutions...37

4. Strategic Consulting...38

A. Strategic Consulting Practice...39

B. Corporate Travel Training...39

C. Corporate Travel Forums...40

5. Contact Us...41

Company Profile

TRS Consulting is a Corporate Travel Consulting Practice in Dubai and the Gulf region, providing client companies with independent, Advisory services on Travel Purchasing and Travel Management services.

Work engagements include, the Dubai Travel & Tour Agents Group, Oman Travel Agency Community, Sharjah Travel Agents Association and Strategic Consulting assignments in Developing Economic Business models for Travel Agencies representing On –line Airline General Sales Agency representations, Leisure and Business Travel Services and Advisory services to client companies on Travel Management and Travel Purchasing Services.

TRS Consulting is an IATA Strategic Partner and a preferred External Training provider of Galileo Emirates providing Learning Solutions and Professional Certifications to Select Travel Agencies in Bahrain, Oman, UAE, Kuwait, Qatar, India and SriLanka.

TRS Consulting is the Licensed Training Center of The Travel Institute, USA, providing Internationally recognized Professional Certifications (Certified Travel Associate-CTA, Certified Travel Counselor-CTC and the Certified Travel Industry Executive-CTIE, encompassing all career stages from Front line professionals to the Executive Level in Leadership positions and allowing you to display these international credentials designations.

TRS Consulting is an Affiliate of Front Line Learning, USA, providing On-Line Skill Map Assessments in Professional Selling, (Business to Business & Business to Consumer) Customer Service and Call Center Sales & Service. TRS Consulting is a Strategic Partner of The Orbit Travel Business School, a subsidiary of Orbit Trade Fairs & Tours in India providing Professional Certifications, (Certified Travel Professional-CTP and the Certified Travel & Tourism Professional -CTTP) to individuals who wish to pursue a career in the Travel Industry and Travel Professionals seeking larger responsibilities in Travel Organizations.

TRS Consulting is an Associate of the Corporate Travel Partnership, UK's most experienced Consulting Services in Travel Expense Management & Travel Procurement and a Strategic Partner of AC Nielsen, world's largest market research firm on Travel Pulse, the first syndicated study on Travel Trends and Policies in Corporate Dubai.

TRS Consulting has pioneered Travel Pulse –2004 with ACNielsen, the world's largest market research firm.

Travel Pulse-2004, is the first syndicated research on Corporate Travel Trends and Policies of leading multinational companies across a wide section of business segments in Dubai.

TRS Consulting are also Associates of The Corporate Travel Partnership, UK's most experienced, independent Consultants totally focused on Travel & Entertainment Purchasing and Management.

TRS Consulting is an IATA Strategic Partner and a Travel Industry Strategic Partner of Galileo-Emirates, providing Professional Certifications and Customized Solutions to the Travel Agency community in the UAE and the Gulf Region. Travel Training services include Travel Professional Integration Programs covering modules in Selling Skills, Customer Service, Key Account Management, Customer Prospecting, Strategic Management in Travel & Tourism and Leadership Essentials.

Brief Profile of the Principal Consultant



Sundar Vasudaven joined TRS Consulting as the founding Principal Consultant in December 2003, after serving as the Head of Travel for Maritime Mercantile International Travel (MMI), based in Dubai.

Sundar previously was the UAE Regional Head for Thomas Cook Al Rostamani and the Travel Manager for International Travel Bureau (one time associate of Business Travel International-DNATA) in Bahrain.

Sundar Vasudaven, Principal Consultant brings over 18 years of Management experience within the Travel Industry in senior positions in the Middle East and Western India.

He holds Majors in Communications from the University of Cambridge, UK. and is a Graduate of the EPGC Senior Management Program, Graduate School of Business, Stanford University, USA and the Indian Institute of Management, Ahmedabad, India.

Work engagements include, the Dubai Travel & Tour Agents Group, Oman Travel Agency Community, Sharjah Travel Agents Association and Strategic Consulting assignments in Developing Economic Business models for Travel Agencies representing On -line Airline General Sales Agency representations, Leisure and Business Travel Services and Advisory services to client companies on Travel Management and Travel Purchasing Services.

Sundar Vasudaven was a Guest Faculty of the SP Jain Center of Management, in Dubai, representing the Customer Value Management Program for the Post Graduation MBA- Programme and also a Panel Speaker at the Education Session of the Association Of Corporate Travel Executives 2005 Global Conference in London.

Sundar Vasudaven is an active member of the Education Committee of ACTE in the EMEA region and a member of the Society Collegiate of Travel Management, USA.

He occasionally supports the Travel Trade through White Papers, Research and Resources and is invited for Travel opinions by local and International Travel Trade publications.

Sundar is the recipient of the Participation Award of the Dubai Economic Research Award {DERA}-2006.

Sundar speaks English, Hindi, Marathi, Gujarati, Punjabi, Tamil, Konkani and Arabic.

Travel Industry Training Services

Think about it...

Is the Travel Selling environment being more difficult?

Are Travel Agencies constantly losing business that once felt safe and secure?

Do most Travel Agencies consider Training as an Investment?

The TRS Consulting Training Philosophy is to Strengthen the Travel Trade through Development

We realize Effective Training is a Process and not an Event.

The Real Success of any Training program is best measured by how people are able to apply it to their jobs and make a positive difference in the work place...

Hence we. Train for Results and Make Travel Agencies Learn to Earn

We offer Travel Industry specific Learning Solutions, with an approach of Problem based Learning for Performance

TRS Consulting is keen to Partner with the Travel Trade in Progress and is the

First independent Travel Consulting Practice supporting the Business of Travel Business through Training ... Research. ...And Strategic Consulting

TRS Consulting is a Strategic Partner of Galileo-Emirates to jointly support the Travel Agency community in the UAE and the Gulf region by providing Professional Certifications and Customized Learning Solutions

TRS Consulting is an IATA Strategic Partner providing Professional Certifications and Customized Learning solutions to support the Travel Industry

Sundar Vasudaven, Principal Consultant of TRS Consulting, is actively involved in the Education Committee of ACTE (Association of Corporate Travel Executives)-EMEA Region and is familiar with the local, regional and global Travel business environment

Please review the Training modules to get more insights to the Training Services

Strategic Alliances

TRS Consulting is an IATA Strategic Partner providing Training, Research and Consulting to the Travel Industry in Strategic Management in Travel and Tourism.

IATA, the International Air Transport Association, is the internationally recognized trade association representing 95% of scheduled airline traffic. Originally founded in 1919, IATA brings together approximately 280 airlines, including the world's largest. Its mission is to represent and to serve the airline industry. The association is the primary industry forum through which Member airlines and their Partners develop global aviation standards. IATA is responsible for developing and shaping policies and practice for the conduct of air transport services within the international regulatory framework.

IATA Strategic Partners are suppliers and service providers of the air transport industry who, as members of the IATA Strategic Partnerships, interact with IATA and its Member airlines in the development of industry solutions. As invaluable contributors to the industry, IATA Strategic Partners are involved in a wide-range of sectors throughout the industry. Through their membership in the programme, Partners are active in IATA committees and working groups, as well as in various IATA initiatives. As a result, this synergy has manifested itself in winning solutions for airlines and suppliers alike.

IATA Strategic Partners... Bringing solutions to industry challenges

The TRS Professional Certification Programs- The Certified Travel Professional and The Certified Travel and Tours Professional

Dear Travel Professional,

On the outset, let me take this opportunity to congratulate you on your Career progression in the Travel Industry through the Professional Certification Process. TRS Consulting is an IATA Strategic Partner providing Professional Certifications and Learning Solutions to the Travel Agency Community. These industry Courses are based on Experience Learning and problem based solutions and encompasses all career stages from the Entry Level to the Executive Level.

The Certified Travel Professional (CTP) and the Certified Travel & Tours Professional (CTTP) Certification Programs are for individuals aspiring to pursue a professional career in the Travel & Tourism Industry and also for the existing Travel Industry front line professionals, Team leaders, Supervisors, Middle Management Managers and experienced Travel Professionals with Leadership positions pursuing larger responsibilities in their Travel careers. These Certifications earn you the industry expertise, which are based on the real world situations of the Travel Business and gives you meaningful insights to the many challenges and opportunities of the Travel Business.

TRS Consulting fulfills its "not for profit" mission to promote a standard of industry knowledge and excellence.

In Strategically partnering with like-minded Travel Training Institutes, TRS Consulting is able to develop Quality of Travel professionals whose standard of expertise is locally recognized, while ensuring that the learning objectives are put in context in a truly global perspective.

After all, the real success of the TRS Consulting Certification Programs is best measured by how people are able to apply the learning's to their jobs and make a positive difference in the work place. Please review the CTP & CTTP pages for more details on the Certification Courses

Program –I: Certified Travel Professional (CTP)**Module-1: Competency: Customer Service Skills**

Brief Overview: The buoyant Travel and Tourism Industry has put a sudden demand on Service providers, as their Customers continue to be ever changing and ever demanding better services and more services based on their growing business needs. It is imperative then to excel in Customer Service in order to Manage Customer expectations and gain Customer Loyalty.

Delighted Customers not only give their custom but can also refer others to your company.

The Training, Customer Service as a Competitive Edge is for Service Organizations whose primary focus is to provide Customer Service that excels and gives you the Customer loyalty next time. ...Every time!

Training Approach: The training style would instill a Customer focus on the participants. The interactive sessions would allow them to challenge their assumptions on Customer Service from that impact their organization. The participants would be able to view the many benefits of being Customer biased and Customer driven.

Take away from the Training:

- + Understanding what Customer Service is from the buyer's point of view
- + Understanding what Customer Service is from the Seller's point of view
- + Understanding the importance of Internal Customer Service
- + Identify the key objectives of Customer Service
- + Identify 4 ways of finding out how Customer's perceive your Service
- + Ability to develop and implement a program focusing on Customer Service
- + Ability to relate between Sales and Service
- + Identify key characteristics of Professionalism
- + Ability to make ethical choices as a Travel professional
- + Ability to deal with Stress
- + Ability to manage time more effectively
- + Ability to control the flow of paper in a working place

Duration of the Training: 0900hrs –1700hrs

Module – 2: Competency: Selling Skills for the Travel Industry

Brief Overview: The Travel business is a highly competitive business and strives on very slim margins for its survival. The Travel Industry faces new challenges, and Travel Agencies today are compelled to explore skillful ways of generating revenues to make their agencies more Profitable.

The Training, Selling Travel across the Front Line is an eye –opener to all Travel Consultants to give them valuable insights to the confronting issues of 'Selling' across the Counter in order to grow the Customer share of the Wallet and make Front Line Sales more profitable in Travel Agencies.

Training Approach: The training style would provoke interest and encourage interaction while addressing the Travel Industry challenges. It would give the participants an understanding of the various Selling Processes and know-how of what really motivates Customers to Buy.

A 'must know' orientation for all involved in servicing the Customer across the Front Line, both in Business Travel and Leisure Travel Services.

Take away from the Training

- + Insights to the critical issues of Selling Travel
- + Understanding the Travel Buyer
- + Understanding the Sales Cycle
- + Ability to handle Objections
- + Ability to motivate buyers and increase Travel Agency Sales across the Front-Line
- + Understanding the Travel product and service
- + Understanding the Travel product and service to find benefits
- + Building the Relationships in the Sales process
- + Ability to close Sales
- + Selling on the Telephone

Duration of the Training: 0900hrs –1700hrs



Module –3: Competency: Corporate Account Management



Brief Overview: The travel business is a slim margin business and good customer relationships are always targeted and prospected by competition.

In a business environment where supply exceeds demand the need to bring value in all customer relations remains on top for any Travel management company. We all realize some customers are more than equal and would require more recognition, benefits and service excellence than the others.

We also know that retaining good customers is always economical when compared to prospecting for new ones.

The Training Managing Relationships for Profits is a validation seminar, giving you the ability to review and monitor the key performance indicators in a Customer relationship to generate long sustaining customer associations and reflecting a healthier bottom line through customer retentions.

Training Approach: The training style would be interactive and scenario based situational reviews to effectively draw the broader perspective of Customer relationships in context to the financial returns of the relationship.

It also gets you aware of the 'bad business' environment and how possibly one should let go of these time consuming revenue eroding relationships.

A 'must know' orientation for all involved in servicing the customer and who are the stakeholders of the Customer relationship

Take away from the Training

- + Insights to the key components in the Customer relationship.
- + Tools to review and monitor Client profitability.
- + Customer data management
- + Understanding of the financial implications in customer relationships.
- + Ability to distinguish between good and excellent customer relationships.
- + Ability to demonstrate value based customer propositions.
- + Strategic Planner for your Top 20 Customers

Duration of the Training: 0900hrs –1700hrs

**Module –4: Competency: Professional Selling- Business to Business (B2B)
Prospecting New Customers**

Brief Overview: The travel business is a highly competitive business with each Travel Agency trying to woo clients and Prospect new Customer Relationships

The Training RESPOND –Prospecting New Customers enhances your ability to understand the different stages of the Prospecting process and to maximize on the available opportunities in the business environment.

Business Travel is poised to grow in the current year and the seminar gives you the required insights to the critical areas of Sales Process and how you could possibly make the right impact to get new Customers.

Training Approach: The training style would be interactive and based on situational reviews addressing the key areas of the prospecting process.

It would draw significance to the Corporate Travel Services required by multi-nationals and large local companies.

Take away from the Training:

- + Insights to the critical components in Customer Prospecting
- + Ability to develop a Customer Sourcing Approach to target Qualified Prospects
- + Ability to effectively Negotiate to gain new Customers
- + Ability to formulate a Pricing Strategy Approach to woo Qualified Prospects
- + Ability to develop a Response for Proposal leveraging Price & Service and your Agency Selling Proposition
- + Understand the implications of Customer and Market Intelligence and its impact on Prospecting
- + Tools to Pre-Prospect and Client Profitability
- + Understand the Prospecting Key Indicators
- + Your Corporate Travel Strategic Plan

Duration of the Training: 0900hrs to 1700hrs

Module –5: Competency: Leadership Skills & Managerial Essentials

Brief Overview: Today's business challenges of the Travel and Tourism Industry requires Leadership skills that reflect alertness, agility, entrepreneurship and a high degree of diplomacy.

The Training, Leadership Essentials will show Service companies how to build a Vision and integrate it with all its employees. It will essentially showcase the techniques in regulating the organizational behavior to ensure motivated performances and bring about extraordinary results through all its stakeholders.

The Seminar will address Technical challenges, Adaptive challenges and give you a recommended style to gather resources, formulate a vision and create a fast track ability to advance progress in today's challenging times.

Training Approach: The Training is crafted with a Problem solving, learning approach and highlights the key characteristics of effective Leaders, while helping you to reflect and improvise on your own leadership style.

A short DVD presentation on Visionary companies would also be used to give to further emphasize the importance of Leadership in changing times.

Take away from the Training

- + Understanding the challenges of the modern day Leadership
- + Ability to balance the working tensions in new times
- + Understanding the key characteristics of effective Leaders
- + Ability to accept the responsibility with total awareness
- + Ability to differentiate the ever changing business challenges
- + Building a Vision that enlists full support
- + Scouring the Terrain for Resources
- + Ability to motivate employees
- + Understanding the Personal side of Leadership
- + Ability to develop a Vision
- + Ability to advance progress in challenging times
- + Tips for developing the Leadership skills of your subordinates
- + Tips for establishing your credibility
- + Tips for motivating employees

Duration of the Training: 0900hrs –1700hrs

Module – 6: Competency Professional Service Fees Management

Brief Overview: The Travel Agency Community is facing new challenges in the basic structural changes in the way it earns its income.

In the traditional past, not surprisingly though, nearly all income generated from Travel Agency Sales, came through revenue commissions from Travel suppliers and effective vendor management.

Ironically, the great tragedies of the world have now provided the Travel Industry with some new realities and new challenges. Changes too are occurring the way Travel is Managed and Procured.

In such a changing business environment, it seems indicative that Travel Agencies revenues is slowly reducing or is probably being eliminated to gradually shift away from Suppliers commissions.

Travel Agencies today, have an opportunity to explore other avenues of sourcing revenues and it may just be appropriate to view the available customer as a potential and a primary source of revenue in the coming future.

The Training, Service fees: Making Zero work for you offers insights to a new thinking that will equip Travel Agencies to understand the "model" approach to charging service fees to Customers and the ideal approach to present the type of services that may call for a service charge.

This paradigm thinking will prepare Travel Agencies to formulate and implement "their own Pricing Strategy" with a focus on "Selling their own Services rather than just selling their Supplier Products.

Training Approach: The Training style is interactive with break-in sessions for group study and practical exercises.

The presentation is on how to present Service fees to Customers and how best to deal and respond to Customer situations (face to face) when dealing with frequently asked questions and comments on presenting your Travel Agency Service fees.

Take away from the Training

- + Understanding the downside of the historical Travel Agency commission earning system
- + Distinguish between the Traditional and the New Economic Business Model
- + Ability to respond to frequently asked questions and comments made by Customers on Service fees
- + Develop a Service fee Strategy best suited for your Travel Agency
- + Define the scope of services that call for service fees
- + Define the type of fees to charge for what kind of Travel Agency services
- + Presenting the Service fees to Customers in a way that will get their "buy in"

Duration of the Training: One day Training session of 0900hrs –1700hrs



Program -II: Certified Travel & Tourism Professional (CTTP)

Brief Overview

The Travel & Tourism Industry is the largest industry in the world today, with significant economic environmental and socio-cultural impacts. For many rich countries, the industry is an increasingly important development Strategy to positively address economic growth.

In India, Tourism continues to grow and a double-digit growth is forecasted in the coming years with new hospitality projects being developed by many International companies.

From new hotels, airport expansion plans, sport events and leisure services, there is undoubtedly an evident increase in the business opportunities made available for the Travel Industry.

To manage this growth, the Travel Industry would require sustainable knowledge, expertise and personnel who would understand the changing times and business challenges facing the Travel & Tourism Industry.

The Certified Travel & Tourism Professional (CTTP) program speaks the language of the Travel Industry.

Learning Outcomes

- + Introduces the Travel & Tourism environment and shares a global, regional and national, perspective of the changing times affecting the Travel Industry
- + Introduces the Travel and Tourism Organization (Competences, Resources and Competitive Advantage)
- + Strategy and Strategic Objectives for the Travel and Tourism organizations in a macro context
- + Competitive Strategy and Direction for Travel and Tourism organizations
- + Understanding Customer Service in the Travel Industry
- + Understanding the importance of Supplier relationships in the Travel Industry (Vendor Management)
- + Understanding the Sales Management function in the Travel Industry (Selling, Retaining and Prospecting of Customers)
- + Understand the Performance Indicators for financial analysis in a Travel and Tour organization
- + Understand the Impact of Technology in Changing times (From GDS to Internet to Web Marketing)
- + Insights to Managing Service Companies (Leadership and Managerial essentials)

Duration of the Training: 2 days session of 0900hrs to 1700hrs

Testing & Certification

The Testing will be based on Participant's submitting an Essay based Reflective Statement of the CTP modules and will be based on the following objectives:

- + Learning Objectives of the Program
- + Their take away from the Course and its impact on them and their Work place (if applicable)
- + Barriers at their work place to implement their new learning's
- + The recommended solution they would propose to implement the new Learning's
- + A Project submission of a White Paper Document on a Topic selected from an optional list of Business Challenges

Criteria

To successfully attain the CTP and the CTP designation, candidates must successfully complete a White Paper.

The Paper will be graded on a pass/fail basis and must:

- + Be between 2000 and 3000 words in length, single-spaced in 12-point text using MS Word.
- + Include a cover page with the Title of the White Paper, your name, Company Name, Telephone number and E-mail address. Your name must also be included along with page numbers on each subsequent page.
- + Contain proper attribution and sourcing when referencing quotes, figures, etc.
- + Be mailed or submitted electronically as an attachment to Sundar Vasudaven, Principal Consultant at trs@bc.kv.ae

Grading

Papers will be evaluated on a pass/fail basis and also based on whether they meet the following criteria:

- + Timely and relevant content
- + Proper substantiation of information
- + Acceptable adherence to basic grammar and spelling rules
- + Adherence to established essay-writing structure, i.e. begin with a statement of Purpose or thesis that is supported and concluded with a summary of the main points.

Results

Candidates will receive their results within 21 business days of submission. Papers needing improvement will be returned with a strength and weakness report. Within ten days of receiving a grade, the test taker may request a re-grade.

The results of the re-grade will be final.

International Certification Programs from The Travel Institute, USA

TRS Consulting is a Licensed Training Center of The Travel Institute, USA, providing Internationally recognized Certification Programs encompassing all career stages from the Entry Level to the Executive Level.



The Certified Travel Associate (CTA) and the Certified Travel Counselor (CTC) Certification Programs are for front line professionals, Team Leaders, Supervisors and Middle Management Managers and the Certified Travel Industry Executive (CTIE) is for experienced Travel Professionals with Leadership positions.

These Certifications earn you industry designations, which are internationally recognized and allow you to proudly display the earned designations.

The Travel Institute fulfills its non-profit mission to promote a standard of industry knowledge and excellence.

In partnering with The Travel Institute, TRS Consulting is able to develop a Quality of Travel professionals whose standard of expertise is Internationally recognized, while ensuring that the learning objectives are put in context in a local perspective.

After all, the real success of the TRS Consulting and The Travel Institute Certification Programs is best measured by how people are able to apply the learning's to their jobs and make a positive difference in the work place.

The Travel Institute, USA, Professional Certification Programs

Would you like to prepare to earn the The Certified Travel Associate (CTA), Certified Travel Counselor (CTC), Destination Specialist (DS) or Lifestyle Specialist (LS) certifications in a classroom setting?

Are you interested in supplementing the course material with the real-life experiences of your peers? Consider enrolling in a class at TRS Consulting, the Licensed Training Center of The Travel Institute, USA.

About The Travel Institute

Established in 1964, The Travel Institute serves as a community of knowledge and insight for all travel professionals. Through innovative education programs, professional certifications and customized learning solutions, The Institute fulfills its non-profit mission to promote a standard of industry knowledge and excellence.

The Board of Trustees and Executive Committee of The Travel Institute represents the distinguished industry experts and market leading organizations including, American Express Travel Related Services, Carnival Corporation, AAA, Tanforan Travel, Ensemble Travel, A & I Travel Service, The Mark Travel Corporation, The West Paces Hotel Group, Travel & Transport Magellan Travel Technologies, Central Travel & Ticket, Inc., Oceania Cruises, Sabre, and Virtuoso.

The Travel Institute's programs encompass all career stages, from entry level to executive.

The Certified Travel Associate (CTA) and the Certified Travel Counselor (CTC) Certification Programs are for front line professionals, Team Leaders, Supervisors and Middle Management Managers and the Certified Travel Industry Executive (CTIE) is for experienced Travel Professionals with Leadership positions.

Whether you are just starting out or reaching for the next level of success, The Travel Institute Certification programs will meet your needs.

TRS Consulting offers The Travel Institute's programs in a classroom setting taught by experienced educators. TRS Consulting also offer study groups, certification workshops and distance learning to accommodate your busy schedule. To learn more about programs offered, please review the Certification Programs.

Certification Programs

Invest in your career with professional certification. Success in today's competitive travel sales environment usually depends on establishing yourself as a dedicated professional who delivers real value and superb service.

Certified Travel Associate (CTA) Program

The Certified Travel Associate (CTA) program teaches front line travel professionals how to close more sales, improve efficiency, expand their geography knowledge and fine-tune their customer service skills, all while earning widely recognized industry credentials. The CTA program was restructured in April 2006 to offer flexible enrollment options allowing candidates to customize the program to meet their individual needs.

Option 1. CTA Course Materials and Testing

This option includes eight core courses:

- + Understanding Customer Needs
- + Customer-Focused Selling
- + Professionalism at Work
- + Customer Service
- + Touring the World
- + Selling Special Interest Travel
- + Interpersonal Communication
- + Computer Technology and the choice of four electives.

It also includes the CTA test.

Option 2. NEW - CTA Test-Only

This new test-only option allows candidates to put their knowledge to the test! The CTA test consists of 40 objective questions based on the core courses and 4 essays based on the electives. Candidates can purchase the test only OR the test and a selection of courses that they may want to brush up on in preparation for the test.

To earn the CTA, travel professionals must:

Pass the CTA test. Possess 18 months of full-time industry experience. The CTA program can be completed in 3 to 6 months however, candidates are allowed 12 months to complete the program and take the test. The program may be completed through self-study or at TRS Consulting and Testing is available On-Line.

Option 1. Includes all materials, Test, Certificate upon successful completion.

Option 2. CTA Test Only

CTA Core Course Descriptions

Communication Core Courses

Computer Technology

This course will describe the functions of basic computer applications and help you select the appropriate tools to help you work more efficiently. Learn how computers can save you time by facilitating three basic tasks in the travel agency: research, communication, and organization.

Interpersonal Communication

Interpersonal communication is the ability to interact effectively with other people and can mean the difference between success and failure in your business dealings. This module will cover fundamental communication skills and offer ways to implement them.

Travel Planning Core Courses

Selling Special Interest Travel

Written by veteran travel journalist Laura Del Rosso, this course examines several factors regarding special interest travel markets, including the needs and expectations of specific types of consumers, appropriate niches available to agents, resources needed to develop a specialization, and specific marketing strategies.

Touring the World

Travel counselors not only sell experiences such as tours, cruises or independent travel; they also sell the destinations where these activities take place. Touring the World presents a basis of information for the places people visit, and some of the "must-know" attractions they will find there.

Sales Core Courses

Understanding Customer Needs

Understanding the reasons why people travel is key to being a successful travel counselor. This course will help you determine the motivations of different types of travelers and select the best travel products to meet those needs.

Customer-Focused Selling

A clear understanding of your skills and responsibilities as a professional salesperson will set you apart from your competition. Success not only comes from guiding the customer to a buying decision, but also preparing them for the next sales opportunity.

Service Core Courses

Customer Service

Exceptional customer service can be the competitive edge that sets your business apart from your competition. Learn how to implement a customer-focused service plan that will meet and exceed the expectations of your customers.

Professionalism at Work

The goal of Professionalism at Work is to help you view professionalism as more than just an ideal, but as a practical behavior. Focusing on, and developing desirable behaviors and attitudes will help make your professionalism a reality to your customers and co-workers alike.

CTA Elective Course Descriptions

Business Writing Skills

For busy travel professionals who do much of their work speaking, writing may not seem to be an important part of the job. In fact, writing skills are one of the measures others use to evaluate your competency as a professional. This module will guide you in the creation of effective business communication from memos to press releases.

Effective Listening Skills

The ability to listen and to react to your customers is a key ingredient in the communication process. Learn how to listen with the purpose of understanding and responding to the needs of the other person.

Teamwork

Today's work environment requires good team participation for any kind of company success. Teamwork discusses practical techniques for team success - whether you are a team leader, team member, or in a team advisory role.

Time Management

Internal and external time robbers can prevent you from reaching your goals. Practicing this course's proven time management methods will help you deal successfully with the ever-changing and challenging demands of your life.

Destination Specialist (DS) Courses

Covering virtually every region of the world, DS courses provide comprehensive destination and travel planning information in a practical, sales-related format. Featuring destination highlights, sample itineraries, cultural and historic insights, and each course is an entertaining exploration of the major tourism destinations of the world.

Lifestyle Specialist (LS) Courses

Lifestyle Specialist courses cover eight popular niche markets:

- + Accessible Travel
- + Adventure Travel
- + Diving
- + Gay and Lesbian Travel
- + Golf
- + Honeymoons and Destination Weddings
- + Luxury Travel and
- + Spas

Meetings and Incentives

Discover what motivates buyers of meetings and incentives, and learn about the role agencies play in providing meeting and incentive travel.

How to Prevent Credit Card Fraud

Following the correct procedures for accepting credit cards is imperative, as some agencies report that 100% of their transactions are by this method. This course is designed to guide you through the tools available to avoid credit card fraud in all types of situations.

Planning Itineraries

As a travel professional, you sell many trips that have already been created in a cruise or packaged tour, for example. But what do you do when the needs and interests of a client doesn't match up with existing packaged travel products? This course provides an overview of planning domestic and international itineraries, including how to get started, resources to use, and basic guidelines to follow when planning specialized itineraries throughout the world.

Selling All-Inclusive Resorts

All-Inclusive vacations are one of the most popular options available to today's traveler. This course will provide you with the skills and knowledge to take advantage of the profitability and opportunity for repeat business that selling these vacations offer.

Selling Escorted Vacations

An escorted vacation can meet the needs of most travelers at some point in their life. Learn how to profit from the escorted vacations market and identify and attract potential customers.

Selling Travel Insurance

Selling travel insurance makes sound business sense. Not only does it protect the long-term viability of your agency, but it also protects your customer's vacation investment. Learn the benefits of the seven most common travel insurance products.

Certified Travel Counselor (CTC) Program

The Certified Travel Counselor (CTC) program teaches Team Leaders, Supervisors and Middle Management Managers how to analyze new business opportunities, develop marketing strategies, negotiate, and implement new technology, providing you with the opportunity to increase your knowledge, grow your business, and earn internationally recognized industry credentials.

The CTC certification has represented the pinnacle of travel industry professionalism for forty years and is designed for seasoned travel professionals who are interested in advancing their career. The CTC curriculum covers 3 core skill areas: business development, contemporary issues, and professional development.

CTC candidates are required to complete 2 core courses and two electives from each of three skill areas for a total of 12 CTC courses.

To earn the CTC, travel professionals must:

- + Complete the CTA program.
- +Complete the CTC program and pass the CTC test.
- +Possess 5 years of full-time industry experience.

The CTC program can be completed in 6 to 9 months, however, candidates have 18 months to complete the program and take the test.

Option 1. Includes all materials, Test, Certificate upon successful completion.

Option 2. CTC Test Only

CTC Core Course Descriptions

Business Development CTC Core Courses

Business Planning

"If you don't have your destination in mind, how will you know when you've arrived?" Running a business without a plan is tantamount to embarking on a journey through unfamiliar territory without a map. It's virtually impossible to know where you are compared to where you started, and where you'll end up at the end of the trek. This course will provide you with the tools to prepare a road map for your business. You will learn how to analyze your current situation, set future goals for your business, and develop specific plans to achieve those goals. You will also learn how to evaluate new business opportunities and forecast the performance of your business.

Financial Planning

Many small businesses find a false sense of security in the strength of their sales. While sales may be strong, finances may be extremely tight. How can this be? And, what can be done to correct the situation? In this course, you will examine the importance of financial planning and accounting, understand the need for business plans and strategies, and explore financing, money management and bookkeeping as critical steps in running a successful business.

Contemporary Issues Core Courses

Impact of Technology

Discover how to become more efficient by learning new ways to communicate and manage information. In this course you will explore existing and emerging technology to support your business needs, examine tools for developing an effective Web strategy, learn how to deal with changing technology, and discover what you can expect in return for investing in the latest technology.

Marketing Strategies

Differentiating yourself in the marketplace is crucial for success today. Learn how to use marketing to create the image you want to have and to attract the clientele you want to serve. Find out how to choose appropriate media and tracking methods, and how to coordinate those efforts into an integrated campaign.

Professional Development Core Courses

Making Presentations

This course will help you become a more effective presenter whether you're dealing with one person or many. Learn how to put speaker anxiety to work for you rather than against you.

Negotiating for Mutual Gain

Inevitably, every travel professional will need to work through a conflict with a coworker, a supplier, or a customer. Keen negotiating skills are necessary to achieve mutually agreeable solutions to all types of conflict. In this course, you will explore the steps of the negotiation process, and develop a variety of techniques that successful negotiators use. Upon completion of this course, you will consider negotiation as not only a fundamental part of doing business in the travel industry, but also as an opportunity to think creatively, strengthen business relationships, and resolve conflicts in a manner which satisfies all involved.

CTC Elective Course Descriptions

Business Development Elective Courses

Human Resources Management

Explore key human resources functions, including developing a human resources strategy, selecting and hiring employees, using development and evaluation techniques to retain and motivate employees, and disciplining and terminating employees.

Selling Special Interest Travel

Written by veteran travel journalist Laura Del Rosso, this course examines several factors regarding special interest travel markets, including the needs and expectations of specific types of consumers, appropriate niches available to agents, resources needed to develop a specialization, and specific marketing strategies.

Risk Management

The Travel Institute's Risk Management course was written by industry attorney Rose Hache, whose practice is solely focused on travel industry projects. The new course centers on issues related to travel liability, as well as essential information about hot topics affecting a travel company's legal duties. Learn how to recognize the legal risks in selling travel and how to take actions to reduce your exposure to those risks.

Service Fees

Examine how to develop a service fee strategy that works for your agency: explore which services should have fees, consider how much to charge, how to introduce fees to customers and respond to questions and concerns.

Professional Development Elective Courses

Business Writing Skills

For busy travel professionals who do much of their work speaking, writing may not seem to be an important part of the job. This module will guide you in the creation of effective business communication from memos to press releases.

Employee Training and Development

Despite widespread industry support of training, many travel professionals neglect investing the time and resources needed to properly select, develop, deliver, evaluate and reinforce training programs. Employee Training and Development walks readers through the three stages of effective employee development.

Goal Setting and Motivation

One of the most significant challenges for any business is keeping employees focused on achieving organizational goals. This module takes an in-depth look at motivation and its relationship to setting and achieving goals. You will also learn how to write clear goals, set performance goals, and implement a goal-setting system.

Managing Conflict

While conflict cannot be avoided, the skillful handling of situations can work to more positive outcomes. Through worksheets, charts, and application exercises, Managing Conflict guides the reader through the process of resolving difficult situations.

Contemporary Issues Elective Courses

Cultural Diversity

One of the goals of Cultural Diversity is to help you create a workplace where employees from diverse cultures can all contribute to their full potential. This module will help you analyze the diversity in your own organization, and to recognize areas where you can create a more inclusive environment.

Home-Based Travel Agents

Identify the steps to setting up and marketing your home-based travel agency, from creating a business plan to advertising and promoting your business.

Managing Change

The ability to not only work with, but to anticipate change is crucial to success in the travel industry. This module provides readers with skills to handle the challenges and opportunities that come from change.

Supplier Relations

Explore how supplier relationships are formed and maintained. Learn how to develop your agency's profile, analyze its needs, determine which suppliers best fill those needs, and create and maintain supplier relationships.

Certified Travel Industry Executive (CTIE) Certification

The Certified Travel Industry Executive (CTIE) program teaches business-to business Travel professionals how to analyze new business opportunities, develop marketing strategies, negotiate, and manage more effectively. Graduates will learn how to grow their business while earning recognized industry credentials.

The CTIE certification is parallel to the Certified Travel Counselor (CTC) certification, thus, representing the pinnacle of travel industry professionalism for seasoned business-to-business travel professionals who are interested in advancing their career. The CTIE curriculum covers 10 Topics of study.

To earn the CTIE, Travel professionals must:

- +Complete the CTA or CTC program.
- +Complete the 2000-3000 words White Paper.
- +Pass the CTIE test.
- +Possess 5 years of full-time industry experience.

The CTIE program can be completed in 6 to 9 months, however, candidates have 18 months to complete the program and take the test.

Option 1. Includes all materials, test, white paper and certificate upon successful completion.

Option 2. Includes Test (No materials), white paper and certificate upon successful completion.

CTA Test Only: (Professionals who have not earned the CTA or CTC certification must pass the CTA test to earn the CTIE)

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Goal Setting and Motivation

One of the most significant challenges for any business is keeping employees focused on achieving organizational goals. This module takes an in-depth look at motivation and its relationship to setting and achieving goals. You will also learn how to write clear goals, set performance goals, and implement a goal-setting system.

Time Management

Internal and external time robbers can prevent you from reaching your goals. Practicing this course's proven time management methods will help you deal successfully with the ever-changing and challenging demands of your life.

How to Prevent Credit Card Fraud **Sponsored by: MasterCard**

Following the correct procedures for accepting credit cards is imperative, as some agencies report that 100% of their transactions are by this method. This course is designed to guide you through the tools available to avoid credit card fraud in all types of situations.

Destination Specialist Options

Two levels of Destination Specialist designations:

Destination Specialist Designation Criteria (Level 1):

+Gaining knowledge about a desired destination, whether through one of The Travel Institute's Destination Specialist courses, or through other educational materials or personal experiences.

+Passing The Travel Institute's Destination Specialist test for a destination. DS course enrollees must complete their studies and take the DS test within 12 months of enrolling in the DS course.

Certified Destination Specialist Designation Criteria (Level 2):

+Passing the Destination Specialist test in the country or state for which you are seeking certification.* (see below)

+Visiting the destination (independently or on a familiarization trip), and submitting a Destination Visit Report provided by The Travel Institute that will be evaluated on a pass/fail basis.

+Attaining at least one year of travel industry experience (or six months by passing the Travel Agency Proficiency Test (TAP Test))

* Because the Certified Destination Specialist designation requires a destination visit, one may only attain the designation for an individual country or state not on a world region, such as Europe or Asia.

The Certified Destination Specialist designation is available for Alaska, Australia, Egypt, France, Galapagos Islands, Hawaii, Italy, London, New York City, New Zealand, Mexico, Paris, Spain, St. Lucia, Thailand, and The Islands of the Bahamas.

A Certification fee will apply for candidates seeking the Certification Destination Specialist designation.

To become a Destination Specialist, you must meet a standard of knowledge that requires passing a test. The Travel Institute now offers a test-only option for those who are already knowledgeable about a destination and wish to earn a Destination Specialist designation.

You may now opt to enroll in a Destination Specialist course to gain knowledge before testing, or simply take the test based on prior knowledge to earn the Specialist credential.

All Destination Specialist courses may be purchased as content and tests, content-only or tests only. Once you pass the test, The Travel Institute will provide you with a diploma recognizing your specialization.

Order courses, tests or a combination of both and become a Destination Specialist!

Alaska
Australia-Test only
Canada -Test only
Caribbean
East Asia
Egypt-Test only
European Culture & Heritage
France
Galapagos Islands-Test only
Hawaii
The Islands of Bahamas-Test only
Italy-Test only
London-Test only
Mexico
New York City-Test only
New Zealand-Test only
North America
Northern & Central Europe
Paris-Test only
South Pacific
Southern Europe
Spain
St.Lucia
Thailand-Test only

TRS On-line Skill Map Assessments

TRS Consulting is an Affiliate of Front Line Learning, USA, providing On-Line Skill Map Assessments in Professional Selling, (Business to Business & Business to Consumer) Customer Service and Call Center Sales & Service.

Sales and Customer Service Training

SkillMap® Assessments: Realize Your Full Potential for Extraordinary Performance

How do you help yourself or your team improve customer relationships and profitability if you don't know specifically which skills, habits, or attitudes need to be developed or enhanced?

The TRS Consulting SkillMap® Assessment program is designed to help pinpoint the skills your organization needs to develop superior customer relationships and enhance productivity. SkillMap® Assessments are designed to fit your budget, your schedule and your need for flexibility, by allowing you to target training in the areas you most need improvement.

Each Assessment:

- + Has been customized for travel industry professionals based on extensive research.
- + Is designed to fit your budget, your schedule, and your need for flexibility.
- + Takes just 30-45 minutes to complete online.
- + Provides a graphical representation of each individual's unique strengths and growth opportunities.
- + Corresponds to educational modules and reinforcement tools to ensure long-term success.

You cannot truly develop an action plan for increased success without first assessing areas for improvement in all elements of your business.

TRS Consulting SkillMap® Assessments are the first step in committing to long-term, measurable growth in employee effectiveness and morale.

[Top](#)

Available assessments include:

- a) Call Center Sales and Service
- b) Customer Service
- c) Business-to-Business Professional Selling SkillMap®
- d) Business to Consumer Professional Selling SkillMap®

a) Call Center Sales and Service SkillMap®

Increase performance in your call center sales staff. Skill categories measured include:

- Energy and Stamina
- Service Attitude
- Product Knowledge
- First Impressions and Rapport
- Asking Questions
- Active Listening
- Presenting Solutions
- Up-Servicing and Up-Selling
- Overcoming Objections
- Gaining Commitment
- Handling Complaints
- Solving Problems

b) Customer Service SkillMap®

The Customer Service Assessment will assist you in developing new customer service skills and/or enhancing the skills you already have to improve effectiveness and productivity. It will also help you build long-term profitable customer relationships both internally and externally.

Skill Categories measured include:

- + Energy and Stamina
- + Service-Oriented Attitude
- + Product Knowledge
- + Procedural Knowledge
- + First Impressions & Rapport
- + Asking Questions
- + Active Listening
- + Presenting Solutions
- + Up-Servicing and Up-Selling
- + Overcoming Hesitation
- + Handling Complaints
- + Solving Problem

c) Business-to-Business Professional Selling SkillMap®

The Professional Selling Assessment designed for those in a Business-to-Business sales career helps pinpoint the skills, habits and attitudes you need in order to develop superior customer relationships and enhance productivity.

Skill Categories measured include:

- + Product Knowledge
- + Handling Rejection
- + Time Management
- + Sales Cycle Management
- + Building Rapport
- + Prospecting
- + Asking Tactical Questions
- + Asking Strategic Questions
- + Active Listening
- + Confirming Needs
- + Presenting Benefits
- + Self-Motivation
- + Gaining Commitment
- + Overcoming Objections
- + Handling Adversity
- + Continuous Learning
- + Territory Management
- + Self-Coaching

d) Business to Consumer Professional Selling SkillMap®

The Professional Selling Assessment designed for those selling their products directly to consumers helps pinpoint the skills, habits and attitudes you need in order to develop superior customer relationships and enhance productivity.

Skill Categories measured include:

- + Product Knowledge
- + Handling Rejection
- + Time Management
- + Sales Cycle Management
- + Building Rapport
- + Prospecting
- + Asking Tactical Questions
- + Asking Strategic Questions
- + Active Listening
- + Confirming Needs
- + Presenting Benefits
- + Self-Motivation
- + Gaining Commitment
- + Overcoming Objections
- + Handling Adversity

Semi-Standard Courses and Customised Learning Solutions

Semi-Standard Courses:

We believe that classroom training works best when it takes advantage of the unique opportunities provided by that method of delivery.

These include the ability to learn from each other, the ability to discuss 'real world' situations with others and most importantly the ability to learn from the collective experience of trying new professional skills.

Developing Learning solutions for internal Training teams:

We recognize that many organizations have their own competent and professional Training teams and may not wish to incur the expenses of employing external Trainers.

At TRS Consulting we will develop modules or complete courses for use by our Customer's own Trainers

Nolan Burris Workshops on CD for Travel Professionals

Visionistics produces Workshops on CD – for use on computers. These combine onscreen printable text, video clips and workbook style chapters.

It's a great resource for Travel Industry Professionals and suitable for Individual Training and Staff Training. It requires a sound card, Windows 2000 or higher or Mac OS X.

TRS Consulting is the Distributor and representative of Visionistics in the United Arab Emirates, Oman, Bahrain, Qatar, Kuwait, Saudi Arabia, Pakistan, Bangladesh, SriLanka and India.

1)Bring Back the Web Surfer - Workshop on CD

Price: USD\$45.00

More people are booking travel online than ever before. According to the latest statistics, most travelers now believe using a travel agency will cost more than any other method. Of course they are wrong, but how do you convince them?

Among 25-35 year olds, only a small minority say they call travel agencies for airline tickets. Once they get online, the big websites are marketing tours and cruises at them like mad!

It's a situation that can make you angry, depressed and frustrated. Why not learn to win them back? In this program you will learn easy methods for turning today's and tomorrow's "do-it-yourselfers" into loyal travel agency fans. Bring back the web surfers.

2)Get into The Zones -Workshop on CD

Price: USD\$45.00

Being a travel consultant today is a tough assignment. There is mounting pressure to increase productivity yet customers demand quality time and advice. Is it possible to deliver true consulting, sell more leisure travel AND do it in less time than before? YES!

The Zones of Experience is a powerful new method of selling. This easy to learn system can dramatically increase your closing ratios, decrease the "shopper syndrome" and do it all faster than ever. You'll find out how to change bad habits that waste time and slow you down. Most importantly, you will learn to pinpoint the perfect vacation for nearly every client in record time!

3)Fees for All -Workshop on CD

Price: USD\$45.00

The travel industry continues to change. It has reinvented itself all around you, but have you reinvented how you manage and plan? From commission reductions and fees to changes in consumer behavior, there are many factors at play. You need a strategy that works today and prepares you for tomorrow.

In this program we will re-examine fees from a present and future perspective. We will look at current and emerging trends that directly affect you. We'll show you how to better understand your true cost of doing business including determining your cost per transaction. We will also explore new models in agency management and operations that are breaking the mold and reshaping the industry.

4. The Process of Success - Workshop on CD

Price: USD\$45.00

Have you ever noticed two agencies in the same market where one succeeds and the other fails? Why is that some people seem to be "naturally" successful? What is the secret ingredient that makes some prosper where others struggle?

In business and in life, success is not just an event. It is a systematic process; a process that is driven by vision, fueled by passion, and sustained by integrity. In this program we will explore the process of success and how you can apply it to your own life and your travel agency. By creating balanced attention to the four cornerstones of Vision, Strategies, Tactics, and Ethics a state of sustained integrity arise. From integrity, success is the logical and natural result. Sound complicated? It's easier than you might think.

5. The Wonder of Wow - Workshop on CD

Price : USD\$45.00

An interactive course that is great for Individual Training and Training your staff...

In today's world, your customers have more choices than ever before. They are net-connected and fully educated on prices, products and competitive options. Is it still possible to win customers AND create a profit in this wacky world? Of course! But first you'll have to increase your "WOW Factor!"

Simply put, it is no longer enough to offer good prices and good service. Today, you have to totally WOW your clients to keep them. But don't let that scare you! It's a lot easier than you might think. In this inspiring and educational program, you will learn how to turn your customers into devoted, raving fans. You'll learn that the secrets of creating more WOW are right under your nose.

6. Image is Everything! - Workshop on CD

Price : USD\$45.00

Your image is the way customers (and potential customers) "see" you. It is their opinion of you based on a combination of experiences all of which drive the decision to call you, or not! Clearly, creating and maintaining the right image should be a priority today.

This program explores key areas where a travel agency's image is created and what you can do to improve it. From your office location and décor to telephone skills and communications strategies, your image is being created all around you. Are you guilty of the top five telephone and email annoyances?

Did you know your business has an online image – even if it DOESN'T have a website? We'll show you how to control it – where you can. We'll even teach you a few techno-skills to improve the image you create with your Word™ documents, clipart, and presentations. Simple changes can result in major shifts in the image you project!

7. Reinventing Leisure Sales - Workshop on CD

Price : USD\$45.00

Sales is sales is sales, right? Wrong! Selling travel is completely different than selling other products and services. For example, to sell a car requires telling the prospect all the wonderful things about the vehicle to fully educate and entice them. In travel, that would be a disaster!

In today's web-savvy world, the same approach would simply give the prospect all the information they need to book their trip online where they think they will pay less. What's a travel agent to do? Learn a new way to sell! In this program we'll examine new ways to improve your sales, increase your revenue and turn prospects into loyal clients – all at the same time! Travel has been reinvented – isn't it time you reinvented the way you sell it.

8. The Fine Art of Consulting - Workshop on CD

Price : USD\$45.00

It's happened to every travel agent: hours are spent researching or providing information to a potential client, only to have him or her book online, or buy elsewhere. What went wrong? How can you turn these time-wasting, annoyances into profitable relationship building transactions? The first step is to recognize that your industry has transformed.

In business terms, you are no longer a pure sales industry, but a sales CONSULTING industry where the information itself has become the primary product. But, selling information requires a completely different set of skills and a different approach.

9. Crisscross Marketing – Workshop on CD

Price : USD\$45.00

What is Crisscross Marketing?

Simply put, it is all about creating and maintaining mutually beneficial relationships. In today's over-automated impersonal world of online sales, genuine human-to-human contact can work wonders. It is relationships that create a network. Networking and marketing opportunities are all around you, but do you see them? Are you aware of the dozens of free or extremely low-cost ways you can market your agency and create a network of referrals? This program will guide you through easy yet innovative ways to tune-in, tap-in, and turn-on the network you may not even realize you have.

About Nolan Burris

An in-demand international speaker, Nolan Burris travels around the world teaching others how to create success in their own lives and businesses. All of his programs are designed to deliver practical methods for success. His style is fun, engaging and very energetic. He always leaves his audiences cheering.

Nolan has brought his hilarious and thought-provoking wit to audiences around the world. He has worked in small intimate gatherings and addressed thousands. His words have been translated into several languages and he has comfortably worked within a broad range of international cultures.

Clients include American Express, British Airways, Disney, Amadeus, American Society of Travel Agents, Association of Travel Agents of America, Association of British Travel Agents, Association of South African Travel Agents, Best Western, Carlson Wagonlit Travel, Harvey World, Kenya Travel Agents Association, Princess, Rennies, SAA, Uniglobe Travel and many more in USA, Europe, Asia and Africa.

Dubai, PO Box 502221,UAE.
Tel: 9714 390 2256
Cell: 97150 559 4918
Email: trs@bc.kv.ae

Themes

While Nolan speaks on a variety of subjects, his core message of success through vision and integrity are ever-present. He keeps his material relevant and timely, delivering it through the themes of success, triumph over adversity, overcoming obstacles, integrity, sales and customer service, humor, and technology.

For purchases and trade enquiries on the Nolan Burris Workshops on CD, please contact:

Sundar Vasudaven
Principal Consultant,
TRS Consulting,
Office 35, Block 09,
Dubai Knowledge Village,

Travel Research

Thank you for taking a moment to review the Research Services of TRS Consulting

TRS Consulting offers Customers, an integrated range of services of Market Intelligence, generated from a variety of sources to...

- + Measure Customer Travel Markets,
- + Analyze Travel Trends & Policies,
- + Diagnose, Configure Service Gaps and Deliveries
- + Identify and Maximize on Strategic growth opportunities

Please review the scope of services to get more insights on the type of services offered to our Customers

Strategic Alliances

Lufthansa - www.uae.lufthansa.com/fly/ae/en/index/

"Lufthansa is proud to sponsor an innovative approach in terms of 'The first ever syndicated research study on Business Travel on Travel Trends & Policies on Corporate Dubai'. Lufthansa feels that this a long needed research to increase the professionalism and efficiency in Corporate Travel Management.

In the aviation business Corporate Travel is the most valuable targetgroup therefore Lufthansa has already been in the driver's seat for a closer cooperation with the Corporate Travel Management in many parts of the world.

For the first time an independent consultancy company like TRS Consulting identified the necessity to professionalize this most important industry and launched the first step to bridge the information gap between Corporate Customers and Airlines."

By Uwe Wriedt, General Manager, Passenger Sales UAE, and Director Gulf, Iran and Pakistan.

A C Nielsen - www.acnielsen.com

AC Nielsen is the world's leading marketing information company providing market research, information analysis and insights to the consumer products and service industries.

Clients rely on ACNielsen's proprietary analytical tools and expertise to better understand competitive performance, uncover new opportunities and to raise the profitability of their Customer Relationships. With 21000 employees and services in over 100 countries ACNielsen is a global leader in market research, information and analysis.

ACNielsen and TRS Consulting have come together to bring the first ever syndicated research to the market on travel trends, attitudes and policies towards Managing and Purchasing Travel Services amongst leading multi-national companies across a wide cross section of business segments in Dubai.

Research is aimed at providing the Travel Industry at large insights into:

- +The Strategic approach developed by corporate to effectively manage their Business Travel Services.
- +Travel Trends, Policies, Travel spends and Travel service perceptions.
- +Airline preferences
- +Travel Agency and Hotel Selection criterion
- +Key Customer challenges faced by senior management and Travel administrators when evaluating, managing and purchasing Travel Services.

For multi-national companies the research is aimed at providing insights into: Better understanding and benchmark analysis of their peer group (large companies) in implementing best practices in Travel services. Knowledge of Travel trends, policies, spends and service perceptions across a wide cross section of business segments in Dubai. Travel Agents, Airlines and Hotel selection criterion of multi-national companies across a wide cross section of the business segments in Dubai. Travel Alternatives on Business Travel used and practiced by multi-national companies across a wide section of the business segments in Dubai.

All enquiries may be directed by e mail to trs@bc.kv.ae by telephone on 9714 390 2256 and 97150 559 4918

Travel Research Solutions

Syndicated Study of Corporate Travel Trends and Policies

Focuses on corporate business travel trends, patterns and policies influencing travel purchasing and management services.

Syndicate Study of Corporate Leisure & Incentive Travel

Focuses on Senior Management catalysts and decision makers who influence and purchase Leisure & Incentive Travel Trips to destinations world-wide. An insight into the dynamics and the selection criteria of various destinations and Trip programmes.

Customer Satisfaction Studies

Focuses on assessment of customer service ratings, expectations, experiences and perceptions of competitive properties.

Principal Satisfaction Studies

Focuses on assessment of service ratings, distribution experiences and perceptions of competitive properties.

Dip stick surveys

Focuses on measurement and effectiveness of travel trends and experiences due to any seasonality, dramatic market changes, impacting the Corporate Travel and Tourism Industry.

Strategic Consulting

Thank you for taking a moment to review the Strategic Consulting Services of TRS Consulting

Welcome to TRS Consulting, the first independent Corporate Travel Consulting Practice in Dubai and the Gulf region.

Did you ever wonder how companies have to deal with direct and indirect cost bases in Travel Management (Air travel, hotel stays, car rentals and entertainment etc)?

Did you ever consider Business Travel to be one of the largest controllable expenses in your company after payroll?

Did you ever experience working with suppliers of Business Travel Services (Travel Agencies, Airlines, Hotels and Car rentals etc) may not only be a general procurement task but also painfully time consuming and emotive?

Do supplier relations always have your interests in mind, bearing in mind that each of them sell their own expertise and services and therefore may not always consider their objectives to be compatible with your company objectives?

TRS Consulting can offer your company unique services alongside all stakeholders in the Travel Management and Travel Procurement function.

+TRS Consulting services offer their Travel experience and expertise to negotiate alongside Business Travel suppliers (Airlines, Travel Agents, Hotels, car rentals etc); would your company be interested to try these services?

+TRS Consulting services offer to develop the Tendering process documentation and submit a comprehensive report of recommendation, independently, thus, enabling your company to select Travel Agencies, Preferred Airlines and other Business Travel suppliers.

+TRS Consulting services offer to evaluate your existing Business Travel Suppliers, business practice (totally independent of the supply chain) and recommend the most suitable Suppliers and best practices based on the company Culture, Travel Services and the Pricing benefits.

+TRS Consulting services offer professional Corporate Travel Training Programmes to Travel Co-ordinators to effectively manage and arrange Business Travel.

+TRS Consulting services offer to evaluate your current travel processes and demonstrate tangible gains in operational efficiencies through automation or e-procurement services.

+TRS Consulting services offer a Corporate Travel Exchange Forum as a platform for client companies to come together, interact and exchange travel management performance issues, benchmark best practices, techniques and in -depth market intelligence on critical travel management issues.

TRS Consulting is an independent Corporate Travel Consulting service (Not a travel agent) that is complimentary to your company Travel coordinators/Managers and Travel suppliers.

Strategic Consulting Practice

- +Audit, Review and Recommendation of the client company Business Travel Economic model.
- +Evaluation and Report Management of the existing Corporate Travel Management and Purchasing business practice
- + Invitation to Tender and Response For Proposal Process Management for Travel Agency selection (Documentation through Implementation)
- + Corporate Travel Vendor Management Practice(Contract Negotiations & Management of key supplier relations (Airlines, Travel Agencies, Hotels and other ancillary service providers) +Service Level Agreements(Monitor & Audit Report Management)
- + Customer Satisfaction Studies (CRM related Loyalty Surveys and Syndicated Research)
- +Principal Satisfaction Studies (Measurement of General Sales Agency service ratings, Distribution impacts & channel experiences and perceptions of competitive properties)
- + IT Implementation Solutions for Travel Process Management

Corporate Travel Training

Programme I : Certified Business Travel Coordinator Modules

+Business Travel Operational Services

Expertise to provide advice and counsel booking reservation services to business travelers with an overview of the client company Travel policy and procedures.

+Business Travel Products and Services

Expertise on the scope of services in business travel management required to render support services through well informed advice to frequent business travelers.

+Finance and Administration Services on Business Travel

Expertise to manage business travel effectively through a well controlled travel spend by application of company processes and appropriate use of Management Information.

+Management Information Systems for Business Travel

Expertise to review and monitor travel trends, patterns and optimize on the short term and long term opportunities to gain costs efficiencies and enhancement of corporate travel service provision and effectiveness.

+Communication of Business Travel Information

Effective communication of advice and relevant information on Corporate Travel Policy and on Travel Operations in a way that it supports the satisfaction index within the company service standards.

Corporate Travel Exchange Forum

Client companies are constantly facing the challenges of an ever changing business environment. Competing in a fierce market place and striving to sustain and grow profitability and build enterprise value.

With Travel Expense being one of the largest controllable expenses for corporations, there is an available opportunity for client companies to appreciate the Travel function beyond the administration function and possibly integrate the Travel Management and Travel Purchasing function with other critical success factors of the organization.

The Corporate Travel Exchange Forum is an excellent platform for client companies to gain a broader understanding of the Corporate Travel function through a focused interactive session with select Corporate Travel Executives, coming together to meet up with their peers and exchange travel management performance issues, benchmark best practices, techniques and in- depth market intelligence on critical travel management issues.

The forum would also include formal presentations from select senior industry experts on Business Travel services ranging from Air Travel , regional and world wide hotel representations.

If this Corporate Travel Exchange forum is of interest to you, please contact for further details and registration.

E mail : trs@bc.kv.ae

Direct dial : 9714 390 2256

Contact Us

We love to talk about the Travel business, so give us a call whether you have a Travel Agency Training requirement, or a Travel & Tourism Research project or if you would like to receive a proposal on how we could help you with any issues on Travel Management, Travel Agency Relationship reviews and Travel Purchasing services.

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