

Qualifying your clients



Some Suggested Questions To Ask...

- Do you have a specific destination/hotel in mind or are you looking for some inspiration?
- What is important to you - are there any must haves? (hotel style, facilities, location)
- Do you prefer a quiet, remote location or being in the heart of the action?
- What matters most to you on this holiday: relaxation, adventure, culture, food, luxury?
- What room type do you need (cheapest available, interconnecting, suite, outside space, ground floor, quiet room, sea view)
- Number of people (if children are travelling, ask for DOB as you will use age on the travel return date)
- What is the date of travel and number of nights? Is there any flexibility (specify date range)
- Have you already booked or will you book any elements independently (e.g. flights)
- What is the maximum budget (specify if per person or for the full group)
- When are you looking to make the booking? (Are you just browsing for ideas or ready to book once you find the right trip?)
- Do you need any help with extras such as airport parking, transfers, excursions?
- Do you already have an existing quote that you are looking to match/beat? (if yes, helpful to provide quote details to save time) - *also informs if decision is price or service led.*

Tips:

- For multi stop quotes and honeymoons it's advised to get your client onto a call/zoom to identify specifics and identify how serious they are.
- Provide your client with an estimated response time (over estimate response time and therefore provide quote sooner than expected).
- Quick hotel only quotes on social media are convenient - however a client will take you seriously if you ask for a number to contact via Whatsapp or email address to send over professional pdf quotes). See our templates in 'branding & resources'.