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Stress Management in Travel

In the travel industry, we have to manage our own stress, and that of our customers and colleagues. This can be overwhelming; sadly, stress is unavoidable. However, this course will provide you with all the essential skills to reduce your stress.

The Global Organization for Stress, an independent global association dedicated to dealing with stress related issues around the world, reported the following alarming statistics:

- 80% of workers feel stress on the job and nearly half say they need help in learning how to manage stress. And 42% say their co-workers need such help – American Institute of Stress
- Stress levels in the workplace are rising, with 6 in 10 workers in major global economies experiencing increased workplace stress, with China (86%) having the highest rise in workplace stress – The Regus Group
- Australian employees are absent for an average of 3.2 working days each year through stress. This workplace stress costs the Australian economy approximately \$14.2 billion – Medibank
- Approximately 13.7 million working days are lost each year in the UK as a result of work-related illness at a cost of £28.3 billion per year – National Institute for Health and Clinical Excellence

Many travel businesses are fantastic at identifying stress in their employees and good HR leaders have stress management as part of their company wellness campaigns. However, we as individuals need to also take responsibility for our welfare and be the first to recognise when our stress is increasing, and equip ourselves with the knowledge and tools to manage and reduce our stress.

This stress management course has been co-authored by Harvinder Pereira and Fi Morrison-Arnthal. Harvinder has worked within the human resources field for over 18 years and is Director of HR for Norwegian Cruise Lines Holdings, responsible for Europe, Middle East and South Africa regions, overseeing all strategic HR operations for all three cruise brands within the company. Fi is an award-winning travel industry training and development specialist who has managed international sales and customer service teams.

Harvinder and Fi have created a fantastic course. After completing this course, you will be able to:

- Identify and list triggers that create stress within you
- List the various types of self-induced stress you have and ideas to remove these from your life
- Describe how emotional intelligence and ego state communication can help you to discuss work stress, and work together with your employer to improve your workplace environment
- List and practice several techniques to reduce stress

How to Sell Travel and Achieve Sales Success

Designed for new or existing travel consultants who sell the world, conducting sales by phone, email or in person (Zoom, Skype, FaceTime etc.), this course will help you learn and apply techniques to impress travellers, converting more enquiries into sales.

The internet is full of online travel guides, videos, blogs and booking tools. It doesn't take knowledge of airport or airlines codes, travel jargon and acronyms for a traveller to book their own travel, so why would they want or need to use a travel consultant? How can you convert more enquiries into bookings against this rise in online booking tools?

The author of this course, Fi Morrison-Arnthal, started her career in travel 30+ years ago and in that time has been a top seller of travel, and has recruited, trained and managed sales teams internationally to huge year-on-year success.

After completing this course you will be able to:

- Move away from transactional (when, what, where, how long?) sales to consultative selling which immediately improves your chances of converting the booking.
- Feel confident, and recognise the huge benefits for you and the customer of moving your consultation from email or phone to face to face using Zoom, Skype, Facetime or similar.
- Develop a value-based sales service which creates positive emotions that motivate the customer to book.
- Apply a number of techniques that will stop your customer shopping around.
- Establish the importance of asking for the booking and what will happen if you don't.
- Identify when a customer is procrastinating and how to overcome their reasons for not booking.
- Describe a four-step process to overcome objections.
- Review your own after-sales service and your ability to create raving fans that book again and refer you.
- Recognise the only way to compete with online travel booking engines is to provide a value-based service before, during and after travel that delights and creates brand equity.

Managing Travel Consultants to Sales Success

In today's travel industry, the responsibility for coaching, training and developing travel consultants usually sits on the shoulders of the team leader or manager. This course will help your team achieve greater conversion and revenue success.

- Does your team of travel consultants wow every customer?
- Do they provide every single enquiry with a value-based service that delights as opposed to disappoints, converting high levels of bookings and smashing sales targets year on year?
- Do you have the tools, skills and knowledge to lead your team to this kind of success?

Leading by example gives you great credibility and is a fantastic start to managing your travel consultants to success, however there are other skills you'll need to develop so you can motivate your people to be a highly performing team.

The author of this course, Fi Morrison-Arnthal, started her career in travel 30+ years ago and in that time has been a top seller of travel, and has recruited, trained and managed sales teams internationally to huge year-on-year success. Fi knows travel sales.

After completing this course you will be able to:

- Get the best performance out of your team by meeting their needs (not yours). They want to know WIIFM (what's in it for me)?
 - What is expected of them?
 - How will it benefit them?
- Develop, effective, ongoing, consistent leadership which will address the above and improve:
 - Team engagement
 - Motivation
 - Enjoyment and career satisfaction
 - Reputation and brand growth
 - Increased profit through improved sales skills
 - Increase in repeat and referral business
 - Increase in conversion levels

IMPORTANT INFORMATION

- Before starting this e-learning, it's important you understand the sales process you'll be managing. Please complete the course *How To Achieve Travel Sales Success* first.
- This course contains documents that require printing. We have included all of the documents in lesson one - Preparation. Either print these prior to the training or during the course where the relevant document is linked to an exercise.
- This learning also includes video so you may need headphones.

Migrating to Remote Travel Home Working

Setting up a remote travel workforce or home office takes more than a desk, phone and laptop. This course will walk you through the essentials of transitioning to remote working, with key guidance for **managers** and **employees**.

One request our sister company Progressive Travel Recruitment regularly hears is for work-from-home/remote jobs.

A State of Remote Work study by Owl Labs (US video conferencing company) found that 83% of the homeworking participants said working from home makes them happier. Eighty one per cent of the total surveyed said the ability to work from home would help them deal with work and life conflicts.

The people who worked from home full-time were happy with their jobs 22% more often than the office workers.

So, happiness and improving your work-life balance are clear benefits of homeworking.

This was a US survey, where homeworking is widespread. The great news is that many other countries are now catching up.

This course has been co-written by a panel of homeworking experts consisting of the directors from Progressive Travel Training and Progressive Travel Recruitment, Fi, James and Tony, together with the authoring team at Articulate E-learning.

After completing this course you will be able to:

- Devise a plan to work from home, understanding everything you will need to guarantee a safe and conducive working environment
- Review a number of communication apps and approaches that maintain a sense of community, involvement and which avoid conflict and isolation
- Identify the different types of cyber attack and security measures you may need
- Describe how to avoid burnout with self-care

Complaint Resolution & Great Travel Customer Service

This course will remind you to put yourself into an unhappy customer's shoes, understanding the difference between great and poor service, ensuring you know how to handle customers typically labelled as difficult, with empathy.

It's so easy to identify great and bad customer service when we think of our own experiences, so why do we sometimes find it difficult to put ourselves in the customer's shoes, when we are the ones they're complaining to? Why do we get defensive or argumentative and afterwards say to our colleagues "that customer was a real moaner, she just went on and on, I could not wait to get off the phone".

Remember, without the customer we have no business, so we need to develop a mindset of how to retain a customer for life by following simple guidelines, which will help you become the person who gives great customer service, every time.

This course has been co-written by Pamela O'Donnell, who has vast experience within travel customer resolution. Working at director level, she has led global customer service teams. Pamela has written the course with Fi Morrison-Arnthal, an award-winning travel industry training and development specialist. Fi has managed international sales and customer service teams.

Pamela and Fi have created a fantastic course that will teach you the following:

- What is the difference between good or great customer service and how can this reduce complaints?
- What is poor customer service?
- Why do people complain?
- What does a customer want when they complain?
- Examples of when a complaint is handled badly.
- Examples of when a complaint is handled well.
- What is important about your communication style when a customer is complaining to you?
- How should you handle an angry customer?
- How do you resolve a complaint?
- Do you know your empowerment level?
- Is it your responsibility to prevent a problem from happening again?
- Top tips for customer service problem resolution.

Increase Your Travel Enquiries Using Facebook

Designed for travel consultants who've completed our 'How To Sell Travel And Achieve Sales Success', this course will teach you how to build a Facebook business brand. We believe, with a little effort, it'll take your enquiries to the next level.

As the famous saying goes, 'to be a good fisherman you need to fish where the fish are'.

It's estimated that 3.5 billion people are active on social media and it's ever growing. If you're fishing for new, repeat or referral business you can't afford to not be on social media as your existing and future customers are probably active on these mediums.

Whether you're a self-employed travel consultant or if you reap some of the rewards from your employer's marketing activities, this training will be of great benefit.

This course has been co-authored by Natalia Rosa and Fi Morrison-Arnthal. Natalia is the managing director of Big Ambitions, a specialist travel marketing and content consultancy based in South Africa. She has 15 years' experience in marketing, communications, PR and management within the travel industry and, has worked on projects in the UK, Mozambique and South Africa. Natalia was also formerly the publisher and editor of several travel trade publications in South Africa. Fi is an award-winning travel industry training and development specialist who has managed international sales and customer service teams.

Natalia and Fi have created a fantastic course that will teach you the following:

- Explain what social media marketing is and why it's beneficial to have your own business social media presence.
- Create a Facebook social media business page.
- Develop your content skills, learning how to use imaging tools and text best practices.
- Define the best day/time to post content that'll generate the maximum engagement rate.
- List a number of ways to increase your business Facebook page followers.

Time Management in Travel (Working Smarter Not Harder)

The travel industry is fast paced. You never know what the day will bring; the best laid plans and to-do lists go can out of the window without warning. This course will teach you how to maximise your time and improve productivity.

There is not enough time in the day.

We're sure the above phrase is one you've said countless times. Many job adverts and job descriptions in travel say the ability to change priorities at any given time is essential, so we have all been warned what to expect, however, that doesn't help us when our heads are spinning with tasks and we don't know what to do next.

There are people who are born organisers, both of themselves and others. However, there are just as many who have a problem with time management, productivity, procrastination, daydreaming and an inability to eat the frog; yes we said eat the frog (more about the frog later).

This course has been co-authored by Veronica O'Brien and Fi Morrison-Arnthal. Hailing from Canada, Veronica started her career in marketing, representing some top Canadian publications before moving into travel. She has spent the last decade as head of marketing for a number of global travel brands including Trafalgar and Uniworld. Fi is an award-winning travel industry training and development specialist who has managed international sales and customer service teams.

Veronica and Fi have created a fantastic course that will teach you the following:

- Reduce stress through good time management practices.
- Identify how your productivity is affected and ways to overcome this.
- Prioritisation techniques.
- Procrastination, what it is, if you do it and how to stop.

Time management and stress management are generally closely related, so we recommend in addition to this course you also complete our Stress Management in Travel course.

Blog Writing to Boost Travel Business

Created for those who need to blog for business. As we're travel experts (and we know that most of you are, too), this blog-writing course is focused on the industry, however the principles apply to blogging for all businesses.

Blogs are a brilliant way of engaging with travel customers and clients. They can offer an insight into who your company is and what your brand is about, whether they're fun and friendly or serious and informative, about travel ideas or peace in the Middle East.

Blogs enhance your marketing strategy by bringing in new customers, pushing your website up the Google search rankings, positioning yourself in your industry, and getting information out there quickly and effectively.

So, how do you write a good blog that doesn't have someone scrolling on after a few seconds? And how do you reach the right people?

This is what we'll teach you on this course. There are various factors to consider before you begin and tried and tested skills which you can learn to boost your blog-writing ability.

This course has been written by Sophie Pither, a professional freelance travel writer who creates blogs and articles for many prestigious publications including The Times, Condé Nast Traveller magazine and The Guardian.

After completing this course you will be able to:

- Describe the benefits of blogging and why you should blog.
- Define your audience. Identify blogs that relate to your audience.
- Decide the tone of voice and brand personality you will use to present your product or service.
- List the tools and best practices that you can use to avoid brand breaking errors in your written word.
- List the importance of the 5 Ws when writing a blog.
- Explain the importance of creating factual copy.
- List a number of tips to engage, inform and entice your reader.
- Describe SEO and how important key word search is when producing a blog.
- Recognise the value of analytics to blogging and how these statistics can help you to identify the success of your blogging.

Successful Corporate Travel Account Management

We'll introduce you to all the essential skills to help make you an exceptional corporate travel (CT) account manager (AM), and enhance the competencies of existing account managers, enabling them to master the role of account management.

Global epidemics, volcano eruptions and airline failures have not stopped the requirement for corporate travel, nor will they.

Business people have the option of video conferencing as an alternative to face to face meetings, however most know that non-verbal communication including, but not limited to, body movement, gestures, scribbling, off-camera nods and head shakes, can truly impact a meeting's outcome.

Many business people also need to show their products. The tangible effect of holding something or being shown how to operate a new piece of machinery can rarely be effective if not done in person.

Video conferencing is not fail-safe. The office cleaner making her rounds with the vacuum, working from home, Amazon delivery/dog barking/children interruptions or internet failures can also negatively impact business discussions.

Meetings also tend to have a non-business social element where relationships are cemented. Moving from the boardroom to the restaurant is not uncommon with discussions varying from holidays, family, sport activities etc, creating a bond that is critical to establishing long term customer relationships.

So, while business travel continues, there will continue to be a need for exceptional account managers.

This course has been written by Wayne Durkin, a highly experienced corporate travel director of sales and account management with over 25 years experience working within airline and corporate travel management.

After completing this course you will be able to:

Describe the core skills to becoming an account manager, including:

- Knowing and understanding your customer.
- Building strong relationships.
- Preparing for review meetings.
- Handling difficult and challenging subjects.
- Developing consultative selling skills.
- Managing data and analysis.
- How to present value to customers.
- Supplier management and travel procurement.
- Communication and presentation skills.

Presentation Skills in Travel

When the spotlight is on you, it can be intimidating. Presenting in the travel industry is a common skill requirement, so at some point you may need to represent your business. This training course will help you to do so with confidence and impact.

If you are looking at this course, we are guessing that you fall into one of two categories:

1. Presenting fills you with a level of unease or even dread. Knocking knees, feeling sick, nervous, sweaty palms and forehead, brain freeze (not the cold ice cream type) etc. are all symptoms you may have experienced.
2. You enjoy presenting, however you think you could do better or have received feedback that you could improve this skill.

This course has been created by Fi Morrison-Arnthal, an award-winning travel industry training and development specialist who has created and presented hundreds of talks and training courses during her 30+ years in travel.

By the end of this course you will be able to:

- Produce a checklist that details the key objectives and goals of your presentation.
- Apply the benefits of story boarding when planning a presentation.
- Create a presentation that is engaging to different personalities.
- Explain how to use your voice and body language to add impact and meaning to your presentation.
- Produce an appealing and engaging PowerPoint presentation.
- Prepare a number of presentation tools that will ensure your presentation is more effective.
- Recognise how important it is to rehearse using the checklist provided.

Get Noticed And Get The Travel Job

Travel and tourism employs over 300 million people globally. College graduates, colleagues, and industry contacts could all be looking at the same career opportunity that has grabbed your attention. Let us help you stand out and get the role.

Writer and Pulitzer Prize Winner Annie Dillard said, 'How we spend our days is, of course, how we spend our lives'.

Think about that statement for a moment and consider that a third of your life is spent at work. So, are you spending this time happy or do you seek a new challenge?

If you are craving something new and more fulfilling, better pay or an improved working environment you're not alone and there will be competition. Whether you enlist the help of a specialist travel recruitment agency to find the perfect next role or decide to go it alone, you're going to have to make some changes to ensure your application and interview efforts don't go to waste.

This course has been co-authored by the directors of Progressive Travel Recruitment, global talent acquisition experts for the travel industry. Combined, they have over 75+ years in the travel industry and are entrusted by some of the world's most recognised travel, events, hospitality and technology brands and industry unicorns to source talent. Who better to help you get noticed and get the job?

After completing this course you will be able to:

- Establish if it's time to move on or up.
- Explain how to have difficult discussions with your employer either to determine your career options or to resign.
- Create a career plan and vision board to help keep you focused on what success looks like and how to achieve it (either when climbing the career ladder or continuing in the same role).
- Create a professional LinkedIn profile which attracts as opposed to detracts employers and recruitment agencies.
- Evaluate your digital footprint, making necessary changes that will ensure a positive impression to future employers and recruitment agencies.
- List the essential elements of a great CV.
- Recognise that failure to prepare in detail for an interview will lead to a decline.
- Recite the preparation required to guarantee a successful interview.
- Prepare a list of answers to the most commonly asked interview questions.
- List a number of methods which will help you to overcome nerves.
- Explain how to use your voice and body language to add impact and meaning to your interview discussion.
- Recognise the value of feedback and use it to change weaknesses into strengths.
- Describe how to negotiate a job offer.