



A Few Selling Tips From Our Sales Leadership Team

Below are a few tips we hope you'll find helpful in selling Azamara and planning your clients travel futures:

1. ASK YOUR CLIENTS HOW THEY LIKE TO TRAVEL.

Are they looking for a romantic getaway? Or, do they hope to explore Europe, South America, or other storied destinations with friends and family members? If so, you might just find some eager new clients or be able to arrange for a group vacation. Azamara voyages are a great way to bring people together!

2. STAY CONNECTED.

This is key. You want to be their go-to travel provider and the one they recommend to friends and family members (word of mouth is the best advertising!). Staying relevant means staying connected. Here are a few guidelines:

- Follow up after you've arranged a voyage. Make sure they have everything in place before they travel and reach out when they return to welcome them home and learn about their experiences.
- Send a hand-written note welcoming them home and call about a week later. This gives them ample time to get back into their routine.
- In between their travels, touch base periodically to stay top-of-mind and let them know you're always available to provide assistance or answer questions.
- Remember birthdays, anniversaries, past vacations and other family milestones. They're a great excuse to reach out and say, "hello."
- Make sure they hear about new Azamara Voyages and experiences from you first. Take advantage of our Azamara online resources to stay informed so you can pass the news onto your customers right away.

3. OFFER AZAMARA LAND AND SEA PACKAGES AND B2B OPTIONS

They provide even more exciting ways for your customers Explore FurtherSM and dig deeper into our landmark destinations. They can visit places like Machu Picchu, Iguazu Falls, the Australian Outback, and the wilds of Africa before or after their voyage.

4. ENCOURGE ONBOARD BOOKING

Azamara offers great incentives for your customers to book experiences during their voyage. Better yet, the commission goes back to you!

5. BECOME AN AZAMARA AFICIONADO AND A DESTINATION EXPERT

Learn as much as you can about our voyages and destinations. There are so many options, from Country Intensive Voyages to Themed Cruises to our incredible Land and Sea tours. And don't be afraid to GOOGLE our destinations. You'll find a wealth of information about landmarks, attractions, adventures, ecological opportunities, culinary scenes, local art, music and more. It's an easy way to recommend great experiences based on your customers' individual tastes.

6. CAPITALIZE ON SOCIAL MEDIA

If you don't already have a social media footprint, now is the perfect time to start building one. If you have one but aren't using it as often as you should, now's the time to start. Post colorful travel photos, customer testimonials, your own travel experiences, industry news, and other information that reveals your travel expertise. A great social media following is sure to attract new customers.

7. CREAT A CLIENT PROFILE

Ask your clients about their vacation goals for the next 3 years. Write it down and follow up with pre-pared itineraries to make planning a vacation easy.