



+ Supporting the business of Travel Business

TRAINING PROGRAMME

TRS Consulting is a leading training institute with different modules of training useful and suitable to our requirement. They have successfully conducted many training sessions in India and abroad to improve the quality of service in the Industry. Please go through the various modules offered by the company and select the ones suitable to you. The trainings will be coordinated by the chairpersons of each Region/Chapter as per the common demand.



Few realities of the Travel Trade.....

The Travel Selling environment is getting more difficult than ever before

Travel Agencies are constantly losing business that once felt safe and secure

Most Travel Agencies consider Training as a Cost rather than an Investment



Think about it.....

How equipped are your Travel professionals to meet the present day challenges and Consumer futures of the business environment?

Do they have the Travel insights to judge whether your Travel Agency is just doing business or whether they consider themselves to be **Business Experts in the Travel Business?**

Wouldn't you like your Travel professionals to have a new world thinking of the Travel business to meet today's new challenges to manage Growth and enhance business performances?



Our Partnership with TAAI.....

“Opportunity to offer” an insiders perspective of the Travel business across all Levels of a Travel organization through Experiential Learning and Professional Development

Committed to support the challenges of Tomorrow through Competency development of Individuals and Travel organizations....in a growing Industry



The TRS Consulting Training Philosophy

Train for **Results**

Make Travel Professionals **Learn to Earn**

Create Specialists and Groom Travel
Professionals to seek larger responsibilities

Strengthen the Travel Trade through
Experience Learning and Problem Solving
Training Solutions

+Support the business of Travel Business



A little about TRS Consulting

An **independent Travel Consulting** Practice supporting the Business of Travel Business through **Training Research and Strategic Consulting**

IATA Strategic Partner providing International **Travel Professional Certifications** and Customized Learning solutions to support the Travel Industry

EmQuest (Emirates Airlines Travel Services company) Strategic Partner and preferred external Training provider to the Travel Agency Community in the UAE and the Middle East

Licensed Training Center of The Travel Institute, USA, providing **Internationally recognized Certification** Programs, that **encompasses all career stages**, from entry level to an Executive level (Certified Travel Associate-**CTA** Certified Travel Counselor-**CTC** and Certified Travel Industry Executive-**CTIE**)



A little about TRS Consulting

Established in 2003 as a Limited Liability Company in Dubai Knowledge Village, Dubai, UAE

Educational Partner of Dubai Travel & Tours Agents Group representing **80% Travel volumes** in Dubai

Clients include **IBM India, American Express Travel Kanoo Travel Group (UAE & Oman), BCD Travel-Jumbo Travel & Tours Kuwait, GSA of Swiss International (Oman), Thai Airways (UAE), SriLankan Airlines (UAE) Air India Express-UAE, Hemas Group (Srilanka), ACS Kuwait (Galileo Distribution Company), Sharjah Travel Agency Association and the Oman Travel Agency Community**



A little about the Travel Certifications

The TRS Travel Professional Certifications (One day Class room Trainings)

Professional Selling Skills for the Front line staff (B2C)

Professional Selling Skills for Corporate Business (B2B)

**Corporate Account Management (Managing top Corporate
Customer relationships for Profits)**

**Professional Service Fees Management (How to make
Zero commission work for Travel Agents)**

Leadership and Managerial Skills

Customer Service - The Wonder of Wow!

Planning Leisure Itineraries

Meetings & Incentive Travel (MICE)



A little about the Travel Certifications

The TRS Travel Professional Certifications (Classroom One day Trainings)

Special Interest Travel

Effective Listening Skills

Interpersonal Communication

Business Writing Skills

Time Management

Professionalism at Work

Teamwork

Selling Travel Insurance

Performance Management for Bottom-line impact: A Balance Score Card approach to Strategic Measurement

E-Learning Travel Certification: Certified Travel & Tourism Professional {CTTP} On-line Self Learning program

TRS Consulting
www.trsplus.com



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module-Professional Selling Skills for the Travel Industry Learning Objectives

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 & Service

Understanding the Travel product & Service to find benefits

Building the Relationships in the Sales process

Ability to close Sales

Selling on the Telephone



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Professional Selling-Business to Business (B2B)

Learning Objectives

- 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 leveraging Price & Service and your Agency Selling proposition
- The Art of Persuasion
- Understand the implications of Customer & Market Intelligence and it's impact on Prospecting
- Tools to Pre-Prospect and Client Profitability
- Understand the Pre-Prospecting Indicators
- Your Corporate Travel Strategic Plan



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Corporate Account Management

Learning Objectives

Insights to the key components in the Corporate Customer Relationship

Objectives of Key Account Management & it's limitations

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 Corporate Customer relationships

Ability to demonstrate value based Customer propositions

Strategic Planner for your Top 20 Corporate Customers



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Professional Service Fees Management

Learning Objectives

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 services to charge for what kind of Travel Agency services

Presenting the Service fees to Customers in a way that will get their “buy in”



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Leadership Skills & Managerial Essentials Learning Objectives

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 motivate employees

Understanding the Personal side of Leadership

Ability to advance progress in challenging times

Tips for developing the Leadership skills of your subordinates

Tips for establishing credibility

Tips for motivating employees



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Customer Service: The Wonder of Wow!

Learning Objectives

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



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Planning Leisure Itineraries

Learning Objectives

Explain the importance of **PRIDE** (**P**ace, **R**outing, **I**nterests, **D**etail, and **E**nergy) as these concepts relate to planning leisure itineraries successfully

Use all of the resources available to conduct destination research

Identify elements of a tour itinerary

Describe the process of destination research

Plot a day-to-day itinerary when provided with client profile information



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Meetings & Incentive Travel (MICE)

Learning Objectives

Clearly understand what meeting and incentive travel programs are and how they are typically used

Understand what motivates buyers of meetings and incentives and how they make purchasing decisions

Recognize the role travel agencies can play in providing meeting and incentive travel

Appreciate how meeting and incentive travel is sold

Plan a meeting or group incentive trip

Operate and run a meeting or group incentive trip

Calculate costs and prices for meetings or group incentive trips



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Special Interest Travel

Learning Objectives

Identify the growing trends in special interest travel

Decide which special interest niche is right for you

Develop a marketing strategy and plan for your niche

Effectively promote special interest programs



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Effective Listening skills

Learning Objectives

Identify the various stages and types of listening

Overcome barriers to effective listening

Practice techniques to improve your listening skills

Develop a personal plan for listening improvement



A little about the Travel Certifications

The TRS Travel Professional Certifications **Module- Interpersonal Communication**

Learning Objectives

Explain the importance of interpersonal communication as a means to build lasting relationships with your clients and Colleagues

Utilize guidelines for effective verbal communication

Practice nonverbal behaviours that support your intended message

Listen actively when you consult with your clients and colleagues

Use your interpersonal skills to adapt to various communication styles



A little about the Travel Certifications

The TRS Travel Professional Certifications **Module- Business Writing Skills**

Learning Objectives

Follow basic principles for effective business writing

Identify practical strategies for writing more effective e-mails, memos, and business letters

Write concise reports and proposals that get results

Use professional marketing communications to publicize your business efforts

Practice your writing techniques for more effective communication on the job



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Time Management Learning Objectives

Practice strategies that will allow you to balance your time more efficiently and effectively

Set a time management goal and eliminate barriers to achieving it

Plan your activities to increase your discretionary time

Identify and reduce common time wasters



A little about the Travel Certifications

The TRS Travel Professional Certifications **Module- Professionalism at Work**

Learning Objectives

Demonstrate the characteristics and behaviours that define your role as a travel “professional”

Identify basic principles for ethical behaviour in the travel workplace

Realize the necessity of ethical codes of conduct

Practice strategies to enhance your professionalism at work

Write and use your own personal code of conduct



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Teamwork

Learning Objectives

Develop and implement a mission that clearly defines why your organization, department, or project team exists

Evaluate how effectively your team functions and its progress toward optimal effectiveness

Define specific roles and responsibilities of your team members
Identify team problems and work together to find solutions

Practice appropriate methods to identify and resolve team conflict



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Selling Travel Insurance

Learning Outcomes

Understand the different types of travel insurance products

Identify the travel insurance needs of your clients

Recommend travel insurance to clients and describe its benefits

Recognize the profitability of selling travel insurance and its contribution to the bottom line

Demonstrate confidence when recommending travel insurance products to your clients, explaining the options, and overcoming objections



A little about the Travel Certifications

The TRS Travel Professional Certifications

Module- Performance Management for Bottom line Impact A Balance Score card approach to Strategic Measurement Learning Objectives

Basic concepts of the balanced scorecard and how it can be used to improve organization performance

How to build and implement a balanced scorecard using the nine-step methodology

How to develop Strategy Profiles, strategy maps, and initiatives for improving organization strategy and processes

How to develop more meaningful performance measures

The correct sequence of steps that are necessary to build a strategy-focused organization

How a scorecard system can drive a performance-based budget and employee accountability



TRS E Learning solutions On Line CTTP program

The Certified Travel & Tourism Professional {CTTP}

Module: Competency-Strategic Management for Travel & Tourism

***Co-branded certification with TAAI**

Learning Objectives

Introduces the Travel & Tourism environment and shares a global, regional and national perspective of the changing times effecting the Travel Industry

Introduces the Travel & Tourism Organization (Competencies,Resources and Competitive Advantage)

Strategy & Strategic Objectives for the Travel & Tourism organizations in a macro context

Competitive Strategy and Direction for Travel & Tourism organizations

Understanding the 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,& Prospecting of Customers)

Understand the Performance Indicators for financial analysis in a Travel & Tour organization

Understand the Impact of Technology in changing times (from GDS to Internet Web Marketing)

Insights to Managing Service Companies (Leadership & Managerial essentials)

Professional Service Fees Management in a zero commission environment

***Co-branded certification with The Travel Institute, USA**

{Option available}



Questions you may have on the alliance TAAI & TRS Consulting.....

Question - Please could you elaborate on the alliance between TAAI and TRS Consulting?

Answer - TAAI and TRS Consulting have strategically partnered to bring the Travel Industry Professional Certifications., and the On-Line Learning Certification-The Certified Travel & Tourism Professional-CTTP

In partnering with TAAI ,TRS Consulting now **offers an industry formulated Travel Professional Integration Program**, which are **experienced based, and Problem based learning solutions** to the Travel Agency Community

Questions you may have on the TRS Travel Professional Training Courses

Question - What will be the key features of these courses and how will it be different from the other training programs offered by other Institutes?

Answer –The real success of these Trainings are based on how the participants apply these learning's in their job context and enhance their prospective company's performances

The courses are developed by Travel experts from within the Industry, keeping in mind the real world challenges of the Travel Industry

The Training modules include, Communication core courses, Travel Planning Core courses, Sales Core courses, Service Core courses, Leadership Development, Performance Management and an exclusive Online E-learning Travel Certification

The TRS Travel Professional Certifications is supported by the Travel industry and developed by TRS Consulting an IATA Strategic Partner and a preferred external Training provider of Emquest, a Travel Services company of Emirates Airlines in United Arab Emirates

Questions you may have on the TRS Travel Professional Training Courses

Question - What will be the key features of this course and how will it be different from the other training programs offered by other Institutes?

Answer - The Training content are thoroughly researched and reflect a Problem based and capability driven learning approach, giving the participants full insights to the travel & tourism industry and it's nuances , with an insider's view of the business challenges and opportunities facing the industry

**Questions you may have on the
TRS Travel Professional Training Courses**

Question - What will be the Training approach ?

Answer - The Teaching methodology is an adult based interactive approach with group studies, exercises, audio-visual presentations and exclusive DVD presentations

Questions you may have on the TRS Travel Professional Training Courses

Question –What sort of certification will the participants receive after successful completion?

Answer -The TRS Certification would be a a co-branded TAAI and TRS Consulting Certificate



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TRAINING PROGRAMME

For more details contact:

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