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TRAVEL DAILY

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Ph 1300 799 220 Fax 1300 799 221

EDITOR: Bruce Piper

E-mail: info@traveldaily.com.au

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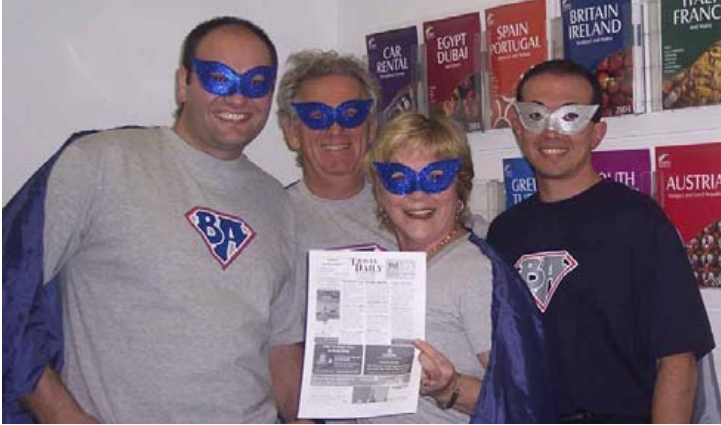
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Even super-heroes love TD



ABOVE: Steve Reynolds of Tempo Holidays in Melbourne sent in today's entry in our Nov/Dec photo competition.

It shows Steve with Gary Hearst, Susan Hearst and Tarek Mousa catching up on the news before heading off to the Melbourne BA

party Tue night.

We're after the best travel photo featuring a copy of *Travel Daily*, and the winner will receive a Captain Cook *Barefoot Sailing Safari* in Fiji for two people, with airfares from Air Pacific.

More at www.traveldaily.com.au.

Service fees add \$1000pw to profit

THIS week's TA Fastrack coaching session with our winning agency HWT Bankstown saw an immediate benefit from the session a week ago.

Proprietor Janene Pendleton worked out the revenue needed to cover her expenses and profit target "per consultant hour" last week, and shared it with her team who then developed a Menu of Services which outline fees for every type of service provided to clients.

All staff immediately began charging service fees based on the time taken for each booking, and within a week \$1000 extra had been earned by the agency.

She said not one of her customers refused the charges, and also found charging the fees encouraged her and the team to provide better service to the customer.

The session this week included a discussion of the agency's Dec marketing Action Plan, which included sending a letter to the top 300 clients reminding them of earlybird deadlines as well as sending Christmas cards from consultants to their best customers and organising an in-store party.

For more on TA Fastrack's Travel Agent Business Coaching Program call 07 3630 1298 or visit www.ta-fastrack.com.

Value Whistler deal

VALUE Tours yesterday announced a pre-Christmas special with Air Canada, offering skiers departing 01-17 Dec six days skiing at Whistler and Blackcomb Mountain leading in at \$1886 pp t/s ex SYD including accommodation, taxes and lift passes.

Details 1300 361 322.



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