

Understanding the Travelocity Quality Sales Process

(Script 1 of 9)

Video		Audio
CG – Understanding the Quality Sales Process— An Overview		<i>Music.</i>
AA 1	B-ROLL <i>Montage of travel shots.</i>	HOST – (T11 = 01:37:28 – 01: 37:48): You know, we have great jobs as Travelocity sales agents. Each day people turn to us to help them plan the days they look forward to the most—their vacations.
AA 2	B-ROLL <i>Travelocity sales agents at call center.</i>	HOST – T11 = 01:37:28 – 01: 37:48): And each day, customers look to you to help them get the most value from their time away from home.
AA 3	EXPERT on camera. CG – David Miller Vacation Training Manager, Travelocity	EXPERT – Miller (T1 = 01:26:53) <i>“Great value is more than a great price, it’s meeting the customer’s needs and preferences, it’s giving them the travel experience they’re looking for.”</i>
AA 4	HOST on camera.	HOST – (T11 = 01:32:08 – 01:32:51:27): When you provide exceptional value, you go a long way toward realizing the Travelocity goal of creating delighted customers—customers whose needs have not just been met, they’ve been exceeded.
AA 7	HOST on camera.	HOST – (same as above): Of course, there are two <i>other</i> types of customers—satisfied and unsatisfied.
AA 8	B-ROLL <i>B-ROLL of Leland on the phone.</i> T8 (03:04:22 – 03:04:28)	HOST – (same as above): Satisfied customers are those whose expectations have been met, but not exceeded.

<p>AA 9 CG – B-ROLL of an irate looking customer on phone. (T6 = 01:07:37 – 01:07:49):</p>	<p>HOST – (same as above): And unsatisfied customers, as you might imagine, are the customers whose expectations have <i>not</i> been met.</p>
<p>AA 10 HOST: On camera.</p>	<p>HOST – (same as above): I'm sure you've been an unsatisfied customer yourself from time to time.</p>
<p>AA 11 B-ROLL: <i>Shot of a customer arguing with a store clerk?</i></p>	<p>HOST – (same as above): Perhaps when you were treated rudely, or when the person who was serving you wasn't knowledgeable about the product or service they were offering.</p>
<p>AA 12 HOST: On camera. CG – Seven Basic Customer Expectations.</p>	<p>HOST – (T11 – 01:39:09 – 01:39:33): You see, customers expect you to have a certain level of job knowledge, just as they expect you to be courteous. Courtesy and job knowledge are just two of the seven basic customer expectations.</p>
<p>AA 13 CG – Seven Basic Customer Expectations 1. Courtesy 2. Knowledge 3. Listening 4. Dependability 5. Accuracy 6. Action 7. Consistency B-ROLL Shots of SALES AGENT smiling and looking competent on the phone. T10 05:30:01 – 05:30:18</p>	<p>HOST – (same as above): In addition to being courteous and knowledgeable, customers expect their sales agent to listen, to be dependable, to provide accurate answers and to take action on their requests.</p>

AA 14	HOST on camera. CG – Quality Sales Process	HOST – (T11 = 01:33:39 – 01:34:21): Customers also expect the sales process to be consistent , meaning, they expect the companies they are dealing with to have an established method for delivering superior customer service. That’s why Travelocity developed the Quality Sales Process.		
AA 15	ROLE PLAY: <i>Role-play plays underneath. Volume low.</i>	HOST – (same as above): Over seven simple steps, the Quality Sales Process will guide you through the key points of a sales call, drawing on the essential skills of listening and asking questions, turning satisfied customers into delighted customers along the way.		
AA 16	ROLE PLAY: <i>Role-play continues. CUSTOMER looking very happy.</i> (T3 = 03:05:23 –03:05:36)	HOST – (same as above): Delighted customers are the cornerstone of our business. They’re what give us a competitive advantage in the area of customer service.		
AA 17	EXPERT on camera. CG – Jack Marchese Instructor – Employee Development Travelocity	EXPERT – Marchese (T3 = 03:01:18 –03:01:35): <i>“Word of mouth is the most effective form of advertising and statistics show that a satisfied customer will go out of their way to tell a lot of their friends and family about their experience, so obviously, if a customer is delighted by the service they receive from us, that means more business for the company—and more commissions for you.”</i>		
AA 18	HOST on camera.	HOST – (T11 = 01:34:221 – 01:34:34): So, you could say the seven steps of the Quality Sales Process are really the seven steps to delighting customers—and earning more sales and commissions for you.		
AA 19	HOST on camera.	HOST – (same as above): A quick preview:		
AA 20	ROLE PLAY: T3 (03:07:04 – 03:07:10)	ROLE PLAY: <table border="1" data-bbox="646 1675 1360 1738"> <tr> <td data-bbox="662 1675 841 1738">Sales Agent:</td> <td data-bbox="857 1675 1360 1738">Thank you for calling Travelocity, how may I help you?</td> </tr> </table>	Sales Agent:	Thank you for calling Travelocity, how may I help you?
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<p>AA 21</p> <p>ROLE PLAY:</p> <p><i>ROLE PLAY Continues to run under the HOST.</i></p> <p>CG overlay– Step 1 – Greeting and Asking Permission.</p>	<p>HOST – (T11 = 01:34:44 – 01:35:03):</p> <p>The first step of the Quality Sales Process is Greeting and Asking Permission.</p>				
<p>AA 22</p> <p>HOST on camera.</p>	<p>HOST – (same as above):</p> <p>During this step, the sales agent builds a rapport with the customer before seeking permission to ask the series of questions that will be asked during the next two steps, which are Fact-Finding and Defining Needs and Preferences.</p>				
<p>AA 23</p> <p>ROLE PLAY:</p> <p>T3 (03:07:31 – 03:07:33)</p>	<p>ROLE PLAY:</p> <table border="1" data-bbox="646 846 1365 911"> <tr> <td>Sales Agent:</td> <td>When would you like to travel?</td> </tr> <tr> <td>Customer:</td> <td><i>Flying out the 24th, returning on the 30th.</i></td> </tr> </table>	Sales Agent:	When would you like to travel?	Customer:	<i>Flying out the 24th, returning on the 30th.</i>
Sales Agent:	When would you like to travel?				
Customer:	<i>Flying out the 24th, returning on the 30th.</i>				
<p>AA 24</p> <p>HOST on camera.</p> <p>CG overlay– Step 2 – Fact-Finding</p>	<p>HOST – (T11 = 01:35:04 – 01:35:17):</p> <p>During Fact-Finding the sales agent asks a series of closed-ended questions to learn the most crucial facts about the customer’s trip before moving on to the next step—Defining Needs and Preferences.</p>				
<p>AA 25</p> <p>ROLE PLAY:</p> <p>T3 (03:08:25 – 03:08:32)</p>	<p>ROLE PLAY:</p> <table border="1" data-bbox="646 1186 1365 1339"> <tr> <td>Sales Agent:</td> <td>I’ll try to put you close to the shopping area. What other hotel amenities are important to you?</td> </tr> <tr> <td>Customer:</td> <td><i>Well, I know my wife would love it if there was a spa.</i></td> </tr> </table>	Sales Agent:	I’ll try to put you close to the shopping area. What other hotel amenities are important to you?	Customer:	<i>Well, I know my wife would love it if there was a spa.</i>
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<p>AA 26</p> <p>HOST on camera.</p> <p>CG overlay– Step 3 – Defining Needs and Preferences</p>	<p>HOST – (T11 = 01:35:25 – 01:35:44):</p> <p>During Defining Needs and Preferences, the sales agent asks open-ended questions designed to get the customer to elaborate on the things that are most important to them while traveling.</p>				
<p>AA 27</p> <p>ROLE PLAY:</p> <p>T3 (03:09:15 – 03:09:20)</p>	<p>ROLE PLAY:</p> <table border="1" data-bbox="646 1675 1365 1766"> <tr> <td>Sales Agent:</td> <td>I’d like to go back over what we’ve talked about to make sure we’re getting you exactly what you are looking for.</td> </tr> </table>	Sales Agent:	I’d like to go back over what we’ve talked about to make sure we’re getting you exactly what you are looking for.		
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<p>AA 28</p> <p>HOST:</p> <p>CG overlay– Step 4 – Confirming Needs and Preferences</p>	<p>HOST – (T11 = 01:41:22 – 01:41:32):</p> <p>The needs discussed during Defining Needs and Preferences are reviewed during the Confirming Needs and Preferences stage, which consists of four parts:</p>		
<p>AA 29</p> <p>CG –</p> <ul style="list-style-type: none"> • Confirming needs and preferences • Making recommendations • Listening for buying signals • Making the trial close. 	<p>HOST – (T11 = 01:41:38 – 01:41:47):</p> <ul style="list-style-type: none"> • Confirming needs and preferences • Making recommendations • Listening for buying signals and • Making the trial close. 		
<p>AA 30</p> <p>ROLE PLAY:</p> <p>T3 (03:09:38 – 03:097:43)</p>	<p>ROLE PLAY:</p> <table border="1" data-bbox="646 884 1365 978"> <tr> <td style="padding: 5px;">Sales Agent:</td> <td style="padding: 5px;">It looks like we’re going to be able to get you exactly what you’re looking for on your anniversary.</td> </tr> </table>	Sales Agent:	It looks like we’re going to be able to get you exactly what you’re looking for on your anniversary.
Sales Agent:	It looks like we’re going to be able to get you exactly what you’re looking for on your anniversary.		
<p>AA 31</p> <p>HOST on camera.</p> <p>CG overlay– Step 5 – Presenting the Price.</p>	<p>HOST – (T11 = 01:36:06 – 0136:13):</p> <p>Next comes presenting the price and asking for the sale, which are both done before closing the sale.</p>		
<p>AA 32</p> <p>ROLE PLAY:</p> <p>T8 (02:28:17 – 02:28:24)</p>	<p>ROLE PLAY:</p> <table border="1" data-bbox="646 1251 1365 1314"> <tr> <td style="padding: 5px;">Customer:</td> <td style="padding: 5px;">I’m not really sure I’m comfortable with that price.</td> </tr> </table>	Customer:	I’m not really sure I’m comfortable with that price.
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<p>AA 33</p> <p>HOST on camera.</p> <p>CG overlay– Step 6 – Overcoming Objections</p>	<p>HOST – (T11 = 01:36:15 – 01:36:33):</p> <p>Of course, sometimes your customer will have objections. In this training, we’ll share tips that will help you overcome some of the most common customer objections,</p>		

AA 34	HOST on camera. CG overlay – Step 7 – Ending the Call	HOST – (same as above): before showing you how to end your call in a way that delights customers—and ensures repeat business.
AA 35	ROLE PLAY: T3 (03:10:22 – 03:10:25)	ROLE PLAY: Sales Agent: ...and thank you for booking your travel with Travelocity.
AA 36	ROLE PLAY: <i>Continues with volume lower.</i>	HOST – (T11 = 01:36:33 – 01:36:51): We'll review each of these steps in detail on this online training resource—each step with it's own training module.
AA 37	HOST on camera.	HOST – (same as above): As we review each step, remember that at Travelocity, the customer is always the winner. With our Quality Sales Process, you're a winner too.
AA 38	SALES AGENT: CG – Joyce Brigido Sales Agent Travelocity	HERO – Brigido (T4 = 04:25:19 – 04:25:33) <i>"The Quality Sales Process helps you close sales. It keeps you very consistent and it helps end the calls, it just goes much quicker"</i>
AA 39	HOST on camera.	HOST – (T11 = 01:36:52 – 01:37:20): Up next, we'll review the first step of the Quality Sales Process, but first...as you watch each segment of this training resource, think about what you will do to make the Quality Sales Process your own. What will you do to delight the customers you serve, and how will you add value on each call you take?
40	HOST on camera.	HOST – (same as above): Take notes, talk with your teammates and feel free to come back and watch any of these clips as often as you'd like.
Graphic build out.		Exit music.

End of Introduction Segment
Estimated running time = **5:20**