

TRAINING DOCUMENTS ON USB FOR NEW TRAVEL AGENTS

N. Faulkner, inside sales manager, knows she doesn't have much time to teach classes of brand-new travel agents everything they need to know about cruising. She leads classes with travel franchisees 16 times a year. She also has just 30 minutes to present. "They are brand-new to the industry and for many it is a second business for them. They have a lot of learning to do," Faulkner said.

That is why she began purchasing branded USB flash drives for her students. On screen presentations, brochures, videos and more are preloaded onto each drive. Then, she said, students can go back later and review everything she covered.

"I want to make it as painless as possible for them," Faulkner said.

Those training classes last a week and cover a boatload of information from many travel destinations. "It is a massive training for the vendors and the organization they just joined," she said.

That is why one of the pieces she loads onto the USB drives is a flier with hotlinks to travel agent tools. Those hotlinks act as a quick reference guide to take agents directly to the website, with key contacts for reservations, current deals and customer service.

The nice thing about those links is that as information changes – like fare changes, sales, and promotions – the link is updated. Agents don't have to dig through the website or get through to the cruise line to find deals for clients – just pop in the USB drive and click on the link.