



» — TRAVEL AGENT FOR LIFE —>

# Standard Operating Procedures



## STANDARD OPERATING PROCEDURES FOR MYTA4LIFE

### A quick overview for being a My Travel Agent for Life:

1. Research your client's travel request. Find out from your client; where, when, how many are going, and what type of vacation.
2. Find and book the travel arrangements. MyTA4Life offers multiple ways to research and finding the booking.
3. Once a deposit (or final payment) has been made, please have vendor sending you guest confirmation (check for accuracy.) You must notify MyTA4Life by sending in a booking form, if necessary. If our pipeline is used to make the booking, then a booking form is not required.
4. If there are changes prior to the travel date, contact the Vendor to make the changes, then notify MyTA4Life, about the modification.
5. Make final payment on the booking, then notify MyTA4Life, that final payment has been made.

## Researching your travel request:

We want to preface the researching exercise with knowing the following information from your client. It is very important and necessary to categorize your Client and understand their needs. Make sure you ask the Client the right questions. This information is necessary to be able to narrow down your search; it will save you time, as well as making your client that much more committed to you.

1. How many people are going and how many people per room or cabin? (quads and triples sellout first)
2. What type of rooms or cabins: Suite, Balcony, Ocean View, Inside, etc?
3. Is it a group (8 or more cabins or rooms usually) and what type of group?
4. Do they prefer a certain Cruise Line or Land vendor?
5. If necessary ask about price range, this helps narrow down the Travel options.
6. Get all the full names and DOB's so that you can hold the cabin or room.
7. The more they tell you the more they are committing and feeling an excitement about the vacation vacation.

**Let the Client know that you are going to get them the best rates possible. Ask them if they qualify for the following promotions: Are they Military? Senior? Union members? Teachers? What state are they residents of?**

## Things to remember when booking:

Use the following information to identify yourself and our agency to vendors, when making all reservations.

<b>Agency Name:</b>	MYTA4Life / CruisingAgents.com
<b>Agency Phone:</b>	301-990-9768
<b>Agency CLIA:</b>	00639472
<b>Agency IATAN:</b>	21509051

***Remember you have an excellent support system. Please contact the Travel Vendor (phone number below), if you have any questions, as they know the most about their products. If the Travel vendor cannot answer your question, please contact our award winning Agent Support department:***

By email: [agentsupport@myta4life.com](mailto:agentsupport@myta4life.com)  
By phone: 888-339-3038 ext. 2

# Booking Cruises, Hotels, Car Rentals: TRAVEL PIPELINE

Our Agency uses a state of the art online booking engine which we referred to as our Travel pipeline. The Travel Pipeline is the first and most prominent booking engine your website. This is the easiest and most agent friendly program in the industry. If you want to search by date, destination, ship, cruise line, hotel or vendor it's all your choice. It gives you access to all the cruise lines, hotels, car rentals and insurance through your agent website. If you like, your clients will also have access to the Travel Pipeline, through your own personalized website.

The screenshot shows the 'Cruise Pipeline' section of the MYTA4LIFE website. At the top, there's a navigation bar with 'HOME', 'THEMES/GROUPS', 'FORMS', 'TRAINING', 'VENDORS', and 'MARKETING'. Below this is a 'Research & Booking' header with a beach background. The main form is titled 'Travel Agent Travel Pipeline' and has tabs for 'Cruise', 'Hotel', and 'Car Rental'. The 'Cruise' tab is active. The form includes fields for 'Destination' (Any destination), 'From' (March 13, 2014), 'To' (March 13, 2014), 'Length of cruise' (Any cruise length), 'Embarkation port' (Any embarkation port), 'Cruise Line' (Any cruise line), and 'Cruise Ship' (Select a ship...). There's a 'Search' button. To the right, there's a sidebar with a user profile for 'Nicole Valent', a 'Travel Agency Rate Requirements' button, and links for 'Website & Email Settings', 'Users & Passwords', and 'Log out, Nicole'. A video player at the bottom right shows a man speaking.

**Cruise Pipeline**

## Travel Pipeline

1. The Travel Pipeline is a Point and Click Booking Engine that has a tab for Cruise, Hotel, and Car Rental bookings.
2. Choose the "Pipeline" that you need to book travel into (Cruise, Hotel, or Car Rental)
3. Each Pipeline is a Drop Field for you to choose from.
  - 3.1. Cruise
    - 3.1.1. You can search by Destination
    - 3.1.2. Dates
    - 3.1.3. Length of Cruise
    - 3.1.4. Embarkation Port
    - 3.1.5. Cruise Line
    - 3.1.6. Cruise Ship
  - 3.2. Hotel
    - 3.2.1. City or Zip or Nearest Airport
    - 3.2.2. Checkin Day
    - 3.2.3. Checkout Day
    - 3.2.4. Rooms
    - 3.2.5. Guests per Room
  - 3.3. Car Rental
    - 3.3.1. Car Type
    - 3.3.2. Pickup Date
    - 3.3.3. Time
    - 3.3.4. Drop Off Date
    - 3.3.5. Time
    - 3.3.6. Pickup Airport Location
    - 3.3.7. Return Airport Location
4. Search
5. It IS just that easy to use! Point and Click and you are booking travel for your clients!

The screenshot shows the 'Hotel Pipeline' section of the MYTA4LIFE website. The navigation bar is the same as the previous screenshot. The 'Research & Booking' header has a different background image of a beach hut. The main form is titled 'Travel Agent Travel Pipeline' and has tabs for 'Cruise', 'Hotel', and 'Car Rental'. The 'Hotel' tab is active. The form includes fields for 'City or ZIP or Nearest Airport', 'Checkin day' (March 13, 2014), 'Checkout day' (March 13, 2014), 'Room(s)' (1), and 'Room 1: Guest(s) per Room' (2). There's a 'Search' button. To the right, there's a graphic of a globe with a palm tree and a plane, labeled 'Hotel Pipeline'.

**Hotel Pipeline**

### Land, Tour, and All-Inclusive Vacations

The section below is to book your land, tours, and all-inclusive vacations. You will find links to Apple Vacation and Vacation Access. Both offer a huge variety of complete vacations options. If you need login info for any particular vendors, please contact us with the box to the right. Some suppliers may take 72 hours to develop your login info.

**BOOKING FORMS ARE REQUIRED FOR LAND PACKAGES**

### FunJet Vacation - Preferred Provider

**Mexico, Hawaii, Caribbean, Costa Rica and Panama**

FunJet has spent the last 40 years building relationships with the best hotels and resorts. These include luxurious all-inclusive resorts in Mexico and the Caribbean, Hawaiian hotels with stunning surroundings, upscale and trendy locations in Costa Rica and Panama, popular U.S. vacation destinations and a wide selection of charming European accommodations. Wherever your wanderlust may take you, FunJet will be there with the perfect place to call your home-away-from-home.

VaxVacationAccess.com

Agency Number: 301-990-9768

Username: nickvax

Password: pass1vax



**FunJet Login**

### Price Match Plus

To help our customers get the most bang for their buck, FunJet offers Price Match Plus, ensuring a match on competitors' prices for identical vacation packages plus FunJet's signature unbeatable customer care. FunJet takes the guesswork out of the planning process so each customer can focus on what really matters: creating lifelong memories!

## Booking Land Vacations Online:

With FunJet Vacations' wide range of products, superior service, competitive pricing, lucrative commissions and incentives for travel agents, there's simply no reason to book with anyone else. You'll earn great rewards, and your clients will thank you for a great recommendation.

We make it super easy for you to book your land travel by just logging into your agent site and scrolling down your homepage to the FunJet Vacations Login. Just click the big Orange Button that says "FunJet Login" and you are able to search and book your land vacations. FunJet also offers air packages with commissions tied to their land deals, so take a second to get to know your product and then start booking away! Of course, if you have any questions, please just give us a call and we will be happy to get you to where you need to be!

## Destinations

FunJet has spent the last 38 years building relationships with the best hotels and resorts around the world. The hotels and resorts that FunJet recommends include luxurious all-inclusive resorts in Mexico and the Caribbean, Hawaiian hotels with stunning surroundings, upscale and trendy locations in Costa Rica and Panama, popular U.S. vacation destinations and a wide selection of charming European accommodations. Wherever your wanderlust may take you, FunJet will be there with the perfect place to call your home-away-from-home. Start planning your vacation to one of our unforgettable destinations!

## Customer Care

At FunJet, our customers come first. Their happiness is our number one concern, and that's why we offer unmatched customer service from end-to-end. The moment you begin dreaming about your vacation, FunJet is there for you.

Experienced customer service representatives support you from the booking process all the way through the time when you return home. While you're on vacation, you'll have 24/7 access to FunJet's travel specialists to help you travel safely and without stress. FunJet's All-In-One Travel Protection offers great benefits, allowing you to plan and protect your dream vacation with no fees and no worries.

## Price Match Plus

Part of planning the perfect vacation is finding the best value. To help our customers get the most bang for their buck, FunJet offers Price Match Plus, ensuring a match on competitors' prices for identical vacation packages plus FunJet's signature unbeatable customer care. FunJet takes the guesswork out of the planning process so each customer can focus on what really matters: creating lifelong memories! For more information on the Price Match Plus program.





## Shore Excursions for your clients

ShoreTrips is available for cruise ship passengers and hotel guests in the Caribbean, Mexico Pacific coastline, Alaska, Hawaii, South America, Bermuda, the Mediterranean and the Baltic, and now Asia.



The ShoreTrips team has traveled and lived all over the world throughout their lives. They bring their experience and your requests together to customize vacations and specific trips. We work with both travel agents and travelers alike.

We guarantee the timely return to the ship before it departs and in the event that there is an unexpected problem, we accept full financial responsibility and will expedite the return to the ship as quickly and seamlessly as possible.

- ShoreTrips is the only company to establish a secure, seamless agent/client Referral System, **one that guarantees travel agent commissions**. You can send your clients to ShoreTrips with their questions without worrying about capturing your commission.
- Our engagement with the end user, the client, occurs only with the knowledge and at the request of the travel agent. ShoreTrips will never solicit any traveler directly unless the agent on record approves. **And when doing so we are always working on your behalf and will ensure you get paid the commissions.** ShoreTrips' lifeblood comes from supporting the Travel Agent community.
- ShoreTrips is the only independent shore activity provider started and owned by former travel agents who understand the needs of travel agents and their customers.
- The owners of ShoreTrips research **and travel to every destination before offering service**. That knowledge allows ShoreTrips staff to direct agents and clients to the right tours for their interests and needs. We are aware that others might claim to have visited every destination but we know that claim to be false. We have designed our own tours, and although our competition and the cruise lines frequently try to replicate them, ours remain significantly better.
- We have our own staff answering the phones 7 days a week, with a live service handling calls when the office is closed. We have a rotation of our own staff to handle emergencies.

- Our prices are competitive - our tours smaller. [5]

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- Although tours from competitors may sound similar, they are not. ShoreTrips does not offer generic tours expedited by DMCs (destination managers on location) but rather, ShoreTrips uses the smaller passionate tour operators and activity providers throughout the world.
- Our choices are not based on price. Our standards of quality are the same for every preferred partner. American Express Black Card, Centurion and Circle Concierge use ShoreTrips for their fulfillment.
- ShoreTrips has our own shared tours, unlike our competitors, who put multiple clients on buses with more than one language. We do not do that.
- ShoreTrips has the same web presence for our member agencies that other providers have. We are able to interface completely – and in various ways – to seamlessly link your customers to you for commission purposes.
- We have a Group Department that handles each group request on an individual basis. We have tools for the agents such as flyers, TripPlanners, email blasts, etc. - collateral that is easily accessible to help agents sell.
- ShoreTrips initiated the idea of gathering group participants for webinars to educate the passengers which aids sales for the travel agent.
- We are able to customize FIT and Group requests and address special interests.
- ShoreTrips has systems in place to make sure activity vouchers are read prior to clients departing.
- Our stellar staff answers the phones within 3 rings; you will never get a taped message.
- We send staff on the same itineraries to learn first-hand what they are selling and to meet our partners.
- Our mission is to make travelers out of cruise passengers.
- Commission is paid by check directly to your office approximately 15 days after completing the shore excursion if the booking is verified by the vendor. As we do pay vendors for no-shows and we do not pay for cancelled bookings based on weather or ship itinerary changes, bookings that do not take place for those reasons do not get verified by the vendor and therefore are either cancelled in full (weather or ship itinerary changes) or paid 28 days after scheduled shore excursion automatically (guest was a no-show).
- All problems and disputes are handled by the owners who see this as a method to monitor quality and service.
- ShoreTrips has developed webinars to educate agents on how best to utilize our services. ShoreTrips has also designed geographical webinars to educate agents in the highlights of particular cruise itineraries.
- Arthur Frommer, the renowned travel writer has named ShoreTrips one of his top ten essential travel websites.

**You may also call Shore Trips directly with any questions at their toll free number:  
888-355-0220.**

## Booking Travel Arrangements over the Phone:

Some agents prefer to call the Vendor or cruise lines direct and book their travel arrangements over the phone. Always ask the vendor's representative on the phone for specials, discounts and promotions that might not be seen when booking online. We feel this is a great way for new agents to get comfortable with booking travel

At the end of this document you'll find a list of cruise lines and travel vendors and their contact information. When you call them identify yourself as a travel agent with TA4Life and when asked provide our agency phone number (301-990-9768) or agency CLIA # (00639472).

Suggestions for calling Vendors for reservation assistance:

1. Call the travel vendor's agent desk and introduce yourself as a new travel agent with TA4Life.
2. Give the vendor or cruise line our agency phone number (301-990-9768) or CLIA (00639472) or latan (21509051.)
3. Have the reservation agent research your travel request to help you meet the travel needs and requirements of your client.
4. After finding the vacation of your choice you can make a deposit or ask them to hold the cabin or room for you.
5. Once you are ready to deposit, give the reservation agent all the required information: the legal names, addresses, dates of birth, credit card information, etc.
6. Please tell the Vendor to send the tickets directly to your Client or issue E-tickets. If tickets are sent to our office, there will be a mailing fee deducted from the commission for all shipping costs.

Once your booking has money applied to it, its very important you send in a booking form immediately. If it's a final payment, the booking needs to be paid in full to gross. Please have the vendor directly send you a confirmation of the guest confirmation of the booking. Please review the confirmation for accuracy, then forward the confirmation to your clients.

## Notification of Bookings/Reservations:

You must fill out a booking form or give written notification of any new bookings, payments, cancellations or changes to a booking or reservation within 48 hours of that change. Anything that changes the bookings needs to be reported. Failure to notify us may result in fees, loss of commission, cancellations and/or your disqualification from this program. You must submit the form immediately in order to protect yourself, your client and the agency from any errors. The form can be found on the dashboard "forms" link.

- Go to your Agent Dashboard, a link to which can be found on your MyTA4Life.com website. Go to the forms section and fill out the appropriate form.
- If you are having problems please send an email to [agentsupport@myta4life.com](mailto:agentsupport@myta4life.com)

## Final Payment:

All final payments are paid to full gross. Paying less than full gross at the time of final payment may lead to the cancellation of the booking and/or the termination of your program. You must report all changes and payments made on all bookings.

1. Upon making your deposit you will be given a final payment date by the Cruise Line or Vendor. The final payment is very important. You must make sure that the final payment is paid before the stated date or risk cancellation by the vendor. We recommend that you inform your client that the final payment date is 7 days prior to the vendor's final payment date as a safety margin.
2. It is the agent's responsibility to process all final payments. Once final payment is made you should request an updated confirmation email. Please make sure the booking is paid to FULL GROSS. Anything less than full gross is the agent's responsibility to make up the difference or face cancellation. Please review the confirmation for accuracy.

All final payments must be paid to full gross, or the booking is subject to cancellation. Once the final payment is made, please ask the vendor to send directly to you a copy of the clients confirmation. Please review the confirmation for accuracy, then forward the confirmation to your client. If tickets are being sent out, it is important the vendor ship the tickets directly to you or clients.

## Booking Modifications: Changes to Dinning, Cabin/Room, Prices, etc.

Notification is mandatory for all modifications and changes made to the booking. Go to your Agent Dashboard and complete the appropriate form. If you need assistance email [agentsupport@ta4life.com](mailto:agentsupport@ta4life.com) or call 888-339-3038 ext. 2.

1. Contact the cruise line and/or vendor and ask them to pull up your booking number.
2. Ask the reservation agent if the change is possible. If it can be done and you approve, have the reservation agent make the change. While you are on the phone verify that all the information is correct and check to see if the price has gone down and where the tickets are being mailed.
3. Once the change is made it is mandatory that you submit a change form from your Agent Dashboard, notifying TA4Life of the change. If you are having trouble or have questions please contact [agentsupport@ta4life.com](mailto:agentsupport@ta4life.com). You must submit the form immediately to protect yourself, your client and the agency from any errors.

## Tickets:

1. All the cruise lines and most of the land vendors have e-tickets.
2. If e-tickets are available, we strongly recommend that the cruise line/vendor email the e-tickets to your clients directly. You do have the option of having them sent yourself as their agent, however under no circumstances should the tickets ever be emailed to the agency.
3. It's important to direct your client to pre-register for their cruise or land vacation on the cruise line's or vendor's website. All vendors' and cruise lines' websites have access to e-tickets.
4. Some vendors or cruise lines will send paper tickets if requested. Agents must request that they be sent directly to their clients and specify the clients' mailing address. If the tickets are misdirected to the agency, a shipping fee will be deducted from the agent's commission to mail them to your client.