

## CLIA: Cruise Lines International Academy - Optional Courses

*CLIA now requires you to register and pay their registration fee and get a Travel Agent Key Number. Then you are allowed to take one free online course, but only after you register and pay the registration fee. We highly recommend these courses, but they are not required since you have to pay to join.*

Go To Website: <http://www.cruising.org/training-certification/agent-certification>

Our agency's CLIA# is our IATA# 50431625

These are three core classes that we recommend to help get you started. You may register to take these three classes in the next three months if they are offered in your area. If they are not offered locally, please register to take them online. You will not get a Travel Agent Key number until you pay to join CLIA.

- **CRUISE VACATIONS...AN INTRODUCTION.** This seminar is a comprehensive overview of the tools required to successfully sell cruise products, identify motives, apply strategies introduced to increase cruise sales, match clients with the right cruise product, and apply "insider" secrets to selling the cruise experience.
- **PRINCIPLES OF PROFESSIONAL SELLING.** Geared towards the front-line counselor who has experience, but wants to sharpen sales skills. The seminar will enable participants to: recognize the five essential steps of the sale, qualify a client, overcome the most common barriers to the cruise sale, add value to every sale and employ strategies to get and keep the business and tips to refine your telephone sales skills.
- **POWER SELLING TECHNIQUES.** This seminar focuses on methods to boost cruise sales. Implement the "forgotten" steps of sales that can have a huge effect on your closure rate, apply super skills that can make your job easier and produce remarkable results, and become a superstar salesperson.

Additional optional courses. A few of these are definitely worth the time when you are just starting to build a business:

- **SELLING TO SPECIAL INTEREST/NICHE MARKETS.** Most of us know how to sell to that mass-market client, but what about customers with highly specialized interests? Is there a place in cruising for them? In this new interactive seminar from CLIA, you'll learn dozens of strategies to help you reach and satisfy niche clients. You'll see how both mainstream and specialized cruise products can satisfy their needs. And, you'll explore the profile of six common niche client types and precisely what it is that they want from a vacation travel experience.
- **CRUISING...KNOWING THE WORLD YOU SELL.** This seminar will enable participants to master basic cruise-related geography. All major cruise areas are reviewed and geography is approached from a travel sales perspective. This is a highly participatory workshop with extensive application of the information presented.
- **GROUP SALES MADE EASY.** This program demonstrates how to develop group business as a profit center covering the following subjects: identifying groups and their characteristics; sources for lead development; marketing to groups; working with group leaders; analyzing group potential; pricing and promotional budgeting.
- **THE PSYCHOLOGY OF SELLING.** This program will show you how to read your customers and sell from their perspective. Participants learn how to uncover hidden client needs; apply quality service; reinforce client loyalty and customize their sales techniques to different types of cruisers. You will learn the ten fundamentals to building and maintaining client loyalty in today's world.
- **CRUISING...THE ULTIMATE INCENTIVE!** Incentive travel is one of the fastest-growing segments in the industry. What makes it different from other groups? Who are the buyers? In this program, you'll learn the fundamentals of this type of travel and gain an understanding of the strategies and techniques needed to succeed.
- **CREATING A CRUISE MARKETING PLAN** Successful businesses know a marketing plan is an absolute essential. This seminar will show you how all the pieces fit into the marketing puzzle. This seminar identifies the essential components in a successful yet simple marketing plan and how to apply them.
- **MANAGING YOUR TIME EFFECTIVELY** Learn to: Convert eight insights to streamline your service skills. Implement four systems to better prioritize your work. Utilize six strategies to overcome procrastination. In general, become more productive in all business and personal efforts.