

**AGENT**

# STARTER *M*ARKETING *P*LAN & *C*CHECKLIST

*Getting Started Is Quick and Simple ...*

Complete the following steps, then initial and submit this Checklist along with your Agent Application, W-9 and passport-size photo in order to qualify for your GTI Independent Travel Agent ID Card.

**1**

Set up your personal ResMax™ travel business website provided by GTI, which can be done online under the Business tab, ResMax Admin link on the Agent-Only website or by calling GTI Agent Services at (800) 716-4440. INITIALS \_\_\_\_\_

**2**

Read, complete and sign your Agent Application in the Agent Welcome Kit, and return mail it to GTI, along with the other required materials, including your passport-sized photo and W-9 form. We must have your W-9 form in order to pay you earned commission! INITIALS \_\_\_\_\_

**3**

Complete and submit your Agent Profile, which can be accessed and updated on the home page of the Agent-Only website. INITIALS \_\_\_\_\_

**4**

Complete the required segments in the Global Tutor Welcome Sessions located in GTI University on the Agent-Only website. Also complete your Leads to Revenue Worksheet provided in the Welcome Kit. INITIALS \_\_\_\_\_

**5**

Complete and submit the basic Starter Marketing Plan provided on the back of this Checklist. Note: Keep a copy for reference as you start building your travel business. INITIALS \_\_\_\_\_

**COMPLETE YOUR STARTER MARKETING PLAN! >>>>>>**

# GTI Independent Travel Agent

## STARTER MARKETING PLAN WORKSHEET

Please submit this worksheet along with your completed Agent Application Form, W-9 and a passport-size photo in order to qualify for your GTI Independent Travel Agent ID Card. Remember to keep a copy for your own use as you start building your travel business.

**Creating a Marketing Plan for your new travel business is simple if you ask yourself three key questions:**

1. **Target Audience** – Who do you want as clients and who are good matches for the travel you plan to sell?
2. **Sales Goals** – What type of vacations do you plan to sell to this Target Audience?
3. **Marketing Tools** – How do you plan to communicate to your clients about the travel you have to offer?

### Target Audience

Use this checklist to select one or more Target Audiences as part of your GTI business start-up.

**Hint: We suggest you keep it simple and start with one or two Target Audiences.**

- |  |  |
|--|--|
| <input type="checkbox"/> Family and Friends  | <input type="checkbox"/> Social Clubs          |
| <input type="checkbox"/> Churches  | <input type="checkbox"/> Weddings & Honeymoons |
| <input type="checkbox"/> Reunions  | <input type="checkbox"/> Organizations         |
| <input type="checkbox"/> Adventure/Sports Travelers ( <i>Skiers, hikers, divers, golfers, etc.</i> ) |  |

### Travel Type

Select a type of travel that would be a best fit for the Target Audience you have indicated above. Log on to the Agent-Only website to research the wide variety of travel products and options available to you as a GTI Agent. **Hint: Initially you should focus on selling one or two types of travel.**

- |   |  |
|---|--|
| <input type="checkbox"/> Client Travel          | <input type="checkbox"/> Escorted Tours  |
| <input type="checkbox"/> Cruises                | <input type="checkbox"/> Business Travel |
| <input type="checkbox"/> Vacation Packages      | <input type="checkbox"/> Personal Travel |
| <input type="checkbox"/> All-Inclusive Packages |  |

### Marketing Tools

Here is a checklist of methods available to GTI Agents for marketing to clients. Select the ones you feel most comfortable and confident about utilizing.

- |  |   |
|--|---|
| <input type="checkbox"/> Co-Branded Flyers & Advertisements      | <input type="checkbox"/> Vacation eCards  |
| <input type="checkbox"/> Host a Travel Night                     | <input type="checkbox"/> Postcards  |
| <input type="checkbox"/> Internet Banner Ads                     | <input type="checkbox"/> Print or Classified Ads ( <i>In local newspapers or travel magazines</i> )                     |
| <input type="checkbox"/> Sales Flyers                            | <input type="checkbox"/> Travel Product Brochures   |
| <input type="checkbox"/> Broadcast Ads ( <i>On radio or TV</i> ) | <input type="checkbox"/> Signs or Posters ( <i>Display at local community centers, grocery stores, churches, etc.</i> ) |

### Summary of Sales Goal

I intend to sell: \_\_\_\_\_ to \_\_\_\_\_ over the next \_\_\_\_\_ months.  
Number of Desired Sales Target Audience

Agent Name: \_\_\_\_\_ Agent PIN: \_\_\_\_\_ ResMax™ address: \_\_\_\_\_