**SAMPLE ENTRY – High Street Agent of the Year**

***About you:***

I have worked in travel for 15 years, first working in Greece as a rep for a major tour operator before joining an independent high street agency in ABCTown 12 years ago. I have progressed to become assistant manager of the store, as part of an 8-strong team. I am also responsible for our website and social media marketing.

I sell predominantly long-haul travel, luxury travel and honeymoons, and in the last two years have made a particular effort to tap more into the cruise market. In December I won an award from ABCHolidays for being their top-seller in 2016.

***Question 1: Delivering excellent customer service – worth 10 points***

A desire to do my best for my clients is my passion. Going the extra mile for customers is standard practice, and I will always check in my customers for their flights, print off tickets, and fill in visa and Esta appplications on their behalf.

I give clients a mobile number for out of hours problems when overseas. In the last year, I got up in the middle of the night 5 times to help customers in need, including a honeymoon couple who missed their flight home from Sydney. I was also proud to be able to help a disabled customer who had never been overseas to go on their first foreign holiday earlier this year. I spent several months researching accommodation and transfer providers in Tenerife to be sure my client would be taken care of. The client has since encouraged several of their friends, also with disabilities, to come to me.

We have recently started measuring customer feedback by emailing customers to ask if they would recommend the specific advisor that helped them to their friends and family; my current rating is 96% “Yes”.

I frequently receive thank you cards, postcards and gifts from my clients and many now class me as a friend: I have been to the weddings of five clients over the years having booked their honeymoons!

I take as many online training courses as I can, in work time and my own time, to boost my product knowledge. In the last 12 months alone I have completed:

Botswana Tourism; Vbrata/Brazil; Dominica; Rotana Hotels; South African Tourism; Tobago; Hurtigruten; Royal Air Brunei; Crystal Cruises. I have also earned much-coveted Premier Aussie Specialist status.

I have visited 30+ countries, which is critical to being able to make personal recommendations. In the last 12 months I have been on 3 fam trips: a Travel2 fam to Dubai; a Qantas fam trip to Australia; and a Riviera Travel trip to Italy. I had never sold Riviera before the trip but since I got back I have booked 10 passengers with the operator. I have also made a £41,000 Australia booking. I have recently holidayed in Copenhagen, Mauritius and Ireland, and visited hotels in all three.

I have further enhanced my knowledge and gained new contacts by attending TTG On Tour, the Clia conference and evening events hosted by Silversea and Barcelo Hotels, all in the last 12 months.

***Question 2: Achieving sales and growing business***

My sales January 2015-December 2015 were £778,000, against a target of £650,000.

In January 2016-December 2016 I grew my sales more than 10%, achieving £856,000 (against a target of £700,000) – more than 10% higher than 2015. So far this year my sales are at £478,000: 13% ahead of the same period last year.

I set myself a goal this year of boosting my sales of add-ons such as car hire, airport parking and attraction tickets and have more than doubled my revenue from these items so far this year, compared to the same period last year. This has also helped me boost my overall profit margin from 10% to 11% this year.

I have taken on responsibility for keeping our website up to date with offers and I also man our Facebook page. I coordinate the team putting fam trip photos on Facebook while they are away, and we added a blog section to our website in December. 12 months ago we had 1,200 Facebook Likes but we now have 7,800, and have made several bookings off the back of offers I have posted.

I am always looking for new products and niches to try. We have never sold ski holidays before, but after meeting a representative from Club Med at a conference in September, I organised a ski evening with their help. 28 people came to our in-store evening and we have since sold £22,000 of Club Med ski holidays.

I helped organise our first ever weddings and honeymoons showcase in November, which I promoted on our social media channels to attract new customers, and which has led to several bookings - including my biggest ever booking to date: a wedding to Mauritius for £42,000.

Last autumn I introduced a new process so that we all send first wedding anniversary cards and birthday cards to our clients in order to keep in touch throughout the year; this has been directly responsible for several bookings, including a couple who booked a £12,000 trip to the Maldives with me to celebrate their anniversary.

My strong sales figures have been recognised within our own team by me winning our monthly sales competition for 8 months out of the last 12 months. I was in Tour Operator X’s top consultants for 2016, and named Most Improved Seller by Tour Operator Y.