

NEW-TO-SELLING CRUISE MANAGING CUSTOMER EXPECTATIONS

In these two videos, Leon Hand (Celebrity Cruises) and Debbie Dale (Debbie Dale Development) discuss how you can switch customers on to a holiday at sea or on the rivers, with confidence.



Leon Hand Celebrity Cruises

Three things to keep in mind:

- (1) Emphasise the value of a cruise holiday over a land holiday**
Talk about the inclusions – everything they will have and enjoy
- (2) Approach any objections as opportunities**
Get to the root of any concerns or worries that are acting as a barrier to the sale by asking searching questions. Your knowledge, passion and expertise can reassure and allow you to make the booking
- (3) Offer a cruise as a holiday option, even if they have not asked**
If you're not talking about cruise to your customer, somebody else will be. By giving them a fantastic holiday, you are creating a loyal customer who will come back to you



Debbie Dale Debbie Dale Development

The customer may not have come to you asking for a cruise – they may instead have a particular destination or experience in mind.

Ask questions – listen to their answers – and share your knowledge. There is no point in keeping that knowledge and passion to yourself. Allow them to share the experience that you know cruising offers by switching them on to the beautiful world of cruise, as there is a cruise for everyone.

Cruise offers a wealth of different experiences for you to match with your customer – along with the security (and luxury) of your host ship travelling with you to the different destinations.

If you're not talking about it, then your customers may not know about it either. **It is our job to allow our customers to know more.**

Repeat cruise statistics tell us that once cruised, a customer is very likely to cruise again, and most importantly to you, they are likely to come back to you to book their next cruise.

The current statistics suggest that only 1 in 10 holidays booked in the UK is a cruise, meaning that the biggest opportunity are those customers yet-to-cruise. Make them your target, to increase that number from 1 to something more.
