

NEW-TO-SELLING CRUISE TOP TIPS AND GETTING STARTED

In this video, Andy Harmer introduces a few of our top cruise line executives as they share their top tips for getting started with your cruise sales, and how to grow your cruise business.



0:21 – Andy Harmer

Use the cruise resources at cruising.org

Cruising.org is your cruise home – complete with unique resources covering all sectors of the cruise industry, as well as the latest news and links to all of our cruise line and river cruise operator members. Our Learning Academy also offers the opportunity to partake in online training, formally recognised by our Certification program.



0:41 – Andy Harmer

Set time aside to keep up to date with the industry and your professional development

Set time aside, whether each day, week, or fortnight, to make sure you are keeping up to date with our fast-moving industry. Set a goal for your professional development also – potentially plan the date by which you will work towards achieving a level of CLIA Certification.



1:08 – Leon Hand, Celebrity Cruises

Look for itineraries that include overnights stays in port

Overnight stays in port are essentially mini city breaks – a holiday within a holiday – and a perfect opportunity to show the value of a cruise. The atmosphere of a destination changes in the evening, so the overnight stay allows them to experience and be immersed in this.



2:00 – Debbie Dale, Debbie Dale Development

Enjoy the experience of switch-selling a customer on to a cruise holiday

You are the expert! Go out and enjoy the sales experience of sharing your cruise knowledge with your customer. You can be confident that you are switching them on to a new holiday opportunity that they will (most likely) want to repeat, again and again.



2:27 – Luke Smith, Carnival Cruise Line

Keep talking cruise to those yet-to-cruise customers

9 out of 10 customers in the UK don't yet book a cruise holiday, so the potential opportunity to switch-sell a yet-to-cruise customer is massive. Talk about the huge variety of brands available and demonstrate how a cruise holiday can offer everything (and more) than a land-based alternative.



2:58 – Shane Riley, Virgin Voyages

Identify what makes your customers tick

Establish what your customer is looking for from a holiday – whether it is incredible food, world-class entertainment, visiting off-the-beaten path destinations – or indeed all of the above! Once you've identified this, you can correctly match them to a cruise that will deliver on what makes them tick. There really is a cruise for everyone.



3:16 – Torey Kings-Hodkin, Royal Caribbean International

Ask your customers if they are celebrating a special occasion

A cruise is often a popular holiday choice for customers celebrating or marking a special occasion. By asking the question, you make the sales discussion more personal, and as their agent, this gives you the opportunity to make their cruise that little bit more special and memorable by recognizing it – perhaps with a complimentary spa treatment or speciality dining.
