

10 Rules for Success

Travel Planner Rules to live by and how to satisfy your agency obligations

1. **BE DEDICATED** For most agents, this is a part time job, and that is fine. However to be successful, you must put forth effort to nurture and build your client base. You need to carve out time every week to specifically devote to your travel career, to your current, and to your potential clients. You want to make sure that you are treating this like an actual job and not just a “hobby.” If you are not taking this seriously you will not see any growth, nor the income results you want. Make a commitment to yourself to commit to the job from the start and you will be on the right path for success.
2. **BE ACTIVE AND PRESENT** Join our agent only Facebook Group to communicate with each other. Be present and active. Ask questions. (No question is never a dumb question). We set up an Instagram engagement group to help agent’s increase their position in the algorithm. Join it and be active. We do these things to help you. Show interest and participate. Doing so shows your enthusiasm and dedication and you may get rewarded with leads.
3. **BE A TEAM PLAYER** Independent Travel Agent does not mean you are on your own. In fact, being a loner isn’t a good idea at all. There will be times when you have a conflict serving a client or Dining Day conflicts with personal plans. Within the Destination Magic team, seek out a buddy. It’s great to have someone who you can talk to who understands the ups and downs of being a travel planner.
4. **FOLLOW THE RULES AND PROTOCOLS** Follow the agency’s rules and the rules of each supplier. For example, make sure you are following the agency brand guidelines. For suppliers, make sure that you are following the terms of the copyrighted materials that you use. Each supplier’s rules will be slightly different so make sure you understand them. For example, Disney does not allow text to be placed over an official Disney image on social media. When in doubt, ask. Understanding the dos and don’ts is very important.
5. **BE AN INDEPENDENT THINKER AND PROBLEM SOLVER** There is always a learning curve with a new career, and we are sympathetic to that. However, nothing gives you more validity and personal gratification than finding answers on your own. Do this whenever possible. The Disney call center reps (and at other suppliers) are very helpful in answering questions. Don’t be shy about picking their brains. Most are great sources of information and insights. There is no better way to build up your knowledge bank than learning by self-discovery.
6. **CONTINUALLY LEARN MORE** Disney’s College of Knowledge will not teach you everything, not by a long shot. There is so much to know about the Disney destinations, and things are always changing. You need to learn the intimate details of resorts, theme parks, ships, dining, and beyond if you are going to propel yourself ahead of others. Follow social media accounts and bloggers. But most importantly, try to experience it for yourself. And always be sure that you are up to date on the latest official Walt Disney Travel Company information.
7. **PUT IN EFFORT TO BUILD AND GROW YOUR BUSINESS** If people do not know who you are and what you do you are not going to be successful. You want to get the word out as many ways as you possibly can. Networking and marketing are critical and there are many ways to do it. Create a marketing plan will help you stay focused on your efforts. We help you with some content and provide training on how to market yourself, but it is truly up to YOU to sell yourself and your services. If you are a person that is shy, it’s time to step out of your comfort zone and get yourself noticed.
8. **MEET SALES GOALS** This is a sales job after all. To start, the bar is set very low, however, as your business grows our expectations of you grow as well. Regardless, you should be setting sales goals for yourself. For example, you may have an annual goal of \$25-\$50,000 sales. This can be as little as 5-10 vacations sold in a year. Networking and working your marketing plan are key to meeting your sales goals.
9. **CONDUCT YOURSELF PROFESSIONALLY** Even though you are not a Disney employee, you represent them, as well as Destination Magic. A good rule of thumb is to act like an ideal Disney Cast Member. They are helpful, use clean language, are poised, conscientious and upbeat. Great rules to live by every day.
10. **TAKE ADVANTAGE OF OPPORTUNITIES** We offer you training, marketing and other opportunities be able to advance your knowledge and career. Be sure that you are taking advantage of it. We want you to be successful in this career path. We can lead you to the path, but you must walk it.