

Travel Sales, Upselling & Ancillary Services

12

TRAINING HOURS

USD 90

FEE PER CANDIDATE

4

CURRICULUM UNITS

Programme purpose

Develop needs-based travel sales conversations and present relevant additional services transparently.

Who should attend

Travel agency and tourism customer-facing teams.

No formal prerequisite is specified. Learners should be able to participate in the language of delivery; discuss support needs with your ATP before training.

By the end of the programme

- 01** Match travel recommendations to the customer's needs and budget.
- 02** Present relevant ancillary services with clear benefits, prices and conditions.
- 03** Use ethical closing and follow-up techniques without pressuring the customer.

Learning and assessment

Tutor-led explanation, guided practice, discussion and realistic scenarios support the published learning outcomes. Multiple-choice examination: 30 questions, 60 minutes. Your ATP confirms the delivery timetable, feedback arrangements and assessment dates.

The fee shown is the WTTA programme fee per candidate. Confirm any separate ATP tuition or local delivery charges before enrolment. Read WTTA learner policies at wtta.co.uk/policies.

Learning in detail

Travel Sales, Upselling & Ancillary Services

- | | | |
|-----------|---|------------|
| 01 | Needs-based recommendations | 3 h |
| | Apply needs-based recommendations to a realistic travel-service situation. Explain the decision, record the agreed action and identify when escalation is needed. | |
| | Topics: Discovering motivations; comparing suitable options; matching budget and constraints. | |
| <hr/> | | |
| 02 | Ancillary services | 3 h |
| | Apply ancillary services to a realistic travel-service situation. Explain the decision, record the agreed action and identify when escalation is needed. | |
| | Topics: Baggage, seats and extras; relevance; inclusions; transparent prices and conditions. | |
| <hr/> | | |
| 03 | Ethical upselling | 3 h |
| | Apply ethical upselling to a realistic travel-service situation. Explain the decision, record the agreed action and identify when escalation is needed. | |
| | Topics: Informed choice; suitability; avoiding pressure; documenting customer agreement. | |
| <hr/> | | |
| 04 | Closing and follow-up | 3 h |
| | Apply closing and follow-up to a realistic travel-service situation. Explain the decision, record the agreed action and identify when escalation is needed. | |
| | Topics: Summarising value; handling questions; consent to proceed; service-focused follow-up. | |
-

Applied work and feedback

Use a realistic customer or organisational brief to apply the units. Produce a clear recommendation, supporting checklist or action plan, and explain the evidence behind your decisions.

Learning resources: ATP learning materials, current official destination or supplier information, WTTA learner policies, and relevant case studies. Use approved training access for reservation-system exercises.

Completion and award requirements are confirmed by WTTA; participation alone does not guarantee certification.