




The PlanNet “DOs and DON’Ts of Selling ITAs”

 **DO talk about how a travel agent can earn commissions by booking travel for ANYONE!**


 **DON’T talk about how a travel agent can save money – don’t talk about booking for themselves, earning “back” commission on personal bookings, getting special industry rates or discounts or any kind of perks, upgrades or FAMs.**

Please do not even MENTION that “some people join just to book their own travel.” That is simply not what we sell and it’s a violation of policies.

 **DO talk about how travel agents earn travel commissions by booking hotel stays, cruises, car rentals, theater tickets, vacation rentals, at NO EXTRA COST to their customer.**


 **DON’T use any actual example of travel commission earnings – no screenshots of travel bookings, no travel commission amounts, no exact commission percentages. This also includes travel supplier names and hotel/resort/property names – Reps are not allowed to use any supplier or property names when selling ITAs. ONLY Travel Agents can use those names to sell travel bookings.**

 **DO market this business in the USA, UK, Ireland, Jamaica and other open markets.**


 **DON’T market in countries where we are not yet open for business – even if there is a “rumor” that we might open there in the future, no advertising until we are officially open in that country/market.**

Please ensure that your new prospects are physically in the open market when they enroll, and that they are 18 or older and legally allowed to work in that country.

 **DO market this as a business opportunity where the prospect gets to own their own business and be their own boss.**

 **DON’T market this as a job or talk about “hiring.” PlanNet Marketing does not allow the use of “job” postings to sell the ITA - we aren't offering a "job" and that's a good thing because we offer so much more!**

 **DO talk about selling ITAs and building a team. PlanNet Marketing Reps sell the ITA and enroll other Reps to sell ITAs.**

 **DON’T mix your Rep business with any other business – including the ITA/Travel Agent business. Reps don’t sell travel bookings. IntelTravel Agents sell travel bookings. You might be both a Rep and an ITA but you cannot talk about how you book travel and sell ITAs in the same post.**

In addition, Reps NEVER train Travel Agents. Training for Agents must always come from IntelTravel and their Ambassadors ONLY.