



# TRAVELMANAGERS

personally yours

## TravelManagers Flying High

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TravelManagers' is constantly shifting the high bar with its financial performances of late. During late August they had their highest weekly sales on record up 16 percent on the previous record.

Finance manager for the home-based agency, Tanyu Cilek reported a continuation of strong growth in sales and transaction numbers for the first two months of the new financial year compared to last year.

"August was particularly strong with monthly sales the highest on record. This growth is attributable to both increases in sales from our personal travel managers who have been trading since 2007/08 but also pleasingly great contributions from our new sign-ons over the past six months in particular."

If that wasn't enough to be celebrating about TravelManagers' August figures saw sales volume increase by 37 percent compared to the same month last year.

Mr. Cilek believed in addition to the great individual selling performance of their personal travel managers' strong marketing collateral and activity was a contributing factor.

"Our personal travel managers are very proactive; they know their local area and their clients very well. When you combine this knowledge with strong marketing support, the combination is highly effective."

Mr. Cilek says a local marketing kit provides their personal travel managers with a raft of initiatives and activities that they can implement when and where best works for them and their clients. In addition to this they have other collateral at their disposal.

"TravelManagers' provides a centrally produced eNewsletter that is able to be personalised and sent from our individual personal travel managers each fortnight to their client database. This generates significant leads and enquiries plus provides a great reason to call a client who you think would be particularly interested in this type of product."

Mr. Cilek says the TravelManagers' Travel Catalogues circulated throughout their personal travel managers' local communities every three months are another great resource to draw on for stimulating sales.

"This type of financial result shows the high caliber of personal travel manager we have. It shows that when combined with strong marketing and business support the sales will come and they are."



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