



TRAVEL

Beyond The Obvious

Customer Objections

Madeline Jhawar

Types of Customer Objections

1. It's too expensive
 - My travel agent doesn't charge that much
 - My trip budget is X
2. I don't need all that you provide
 - I only need a few tips
 - I only need a few days
 - I want to cherry pick your services
3. Give me free advice before I sign up
 - Send me an itinerary first
 - I just have a couple quick questions about where to go and what to do

It's too expensive for my budget

“We work within your budget”

Talking points:

- Accommodations: for a mid-range hotel, in high season, for two people, you can expect to pay X
- Tours: you can expect to pay Y for a half-day tour
- Logistics: you can expect to pay Z for transportation, which might be a train or a rental car or a taxi or a driver
- Additional costs include food, shopping, and flights, and of course planning fees
- Bottom line: add up the top 3 items per day and add your fees. If your fees are more than 25% of that number, the client probably cannot afford you and should spend their money on themselves on their vacation.

“We’ll price out a package trip to compare”

Talking points:

- Because we skip the middlemen, we will likely end up costing less than a package trip you find online. Send us the details and we’ll send you a transparent price breakdown.
- We provide a lot of value compared to a one-size-fits-all package, but a custom trip has to be worth it for you.

“We don’t give discounts.”

“Think about it and get back to me.”

*My travel agent doesn't
charge me*

“I am not a travel agent”

Talking points:

- Travel agents earn their money from commissions; we are not commissions-based
- Travel agents sell you a package with one price. We create your trip from the bottom up, with your input at every step
- Our fees are separate, and your trip costs are transparent. We don't mark anything up
- We work within your budget
- We have deep destination expertise

“As a destination expert I offer a lot of value that travel agents cannot provide”

Because I don't rely on commissions, I can spend time on:

- Personalized shopping recommendations
- Checklists of local foods you should try
- The logistics of a DIY countryside day
- Personalized food (street food or cafes or cocktails) recommendations
- Hiking route instructions
- Details on transportation that can't be booked in advance such as boat schedules or bus schedules

*I don't need all the
services you offer*

“We offer complete trip planning services”

Talking points:

- We’ll create your custom itinerary, then recommend and book hotels, tours, logistics, restaurants
- We work within your budget, and tailor your trip to your interests.
- In order to control the outcome, we need to control the process. We therefore can’t split this project with you.
- If you only need a few tips, please see our useful blog post [add link here]
 - Up to you: you could offer hourly consulting to these clients, although the fees need to be quite high in order to spend the time to give tailored recommendations

*I just have a couple
questions about what to
see and do*

“It takes time to put together custom recommendations”

Talking points:

- We create custom itineraries, we make different recommendations for every traveler
- No two trips are the same
- All itineraries are created based on your interests and preferences
- Putting together custom recommendations involves getting to know you, so we start by asking you a few questions
- After we get to know you, putting together custom recommendations takes time

NOTE that the person who “just has a couple questions about what to see” likely does not value your destination expertise. You can try to convince them if you have time.



TRAVEL

Beyond The Obvious

Customer Objections

Madeline Jhavar