

# Consumer Lead User's Guide

## How to Get the Most Out of the Service

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The Consumer Lead Board is a service provided by ASTA to help connect consumers with travel agents. Consumers visiting our consumer website, [travelsense.org](http://travelsense.org), can post details about a trip they would like to take and member agents can view the postings in a password-protected section of [ASTA.org](http://www.asta.org/businessservices/consumerlead/index.cfm) (<http://www.asta.org/businessservices/consumerlead/index.cfm>) and respond online. It's a win-win situation for everyone: the consumer can get competitive quotes while agents have a steady stream of easily qualified business leads. This brief guide will help you get the most out of this service.

### THE LIST

The first thing you will see when you go to browse the trip requests is a long list of all the active requests. Beside each request ID number are a few details, such as the destination, number of people traveling, the poster's travel budget and their travel timeframe. The example below is an actual posting and is fairly typical. The poster is interested in traveling Jacksonville to Oslo in late August. It's a leisure trip for two people and their budget is US \$5000-\$7500.

Date Requested	Travel From	Travel To	# People	Timeframe	Budget	Max Responses	# Sent	Details
Oct 10	Jacksonville United States of America	Oslo 0	2	Aug 14, '09 - Aug 29, '09	\$5000-\$7500	10	1	<input type="button" value="Detail"/>

There is much more information available (which we will get to in a minute) but these few items make it easy for you to decide whether or not this is a good prospect. If you handle a lot of European travel, for instance, this could very well be one. For this example, let's say this sounds like a good prospect and you'd like more information on the trip they want to take. Click on the detail button on the right to see more details.

## TRIP DETAILS

The form the consumer fills out covers a lot of ground. While we encourage them to provide as many details as possible — pets, car rentals, vegetarian meals, etc. — the information shown in the list view is all they are required to post.

Though we developed the form to allow posters to be very succinct without doing a lot of typing, the Trip Description is perhaps the most valuable bit of information on the page (look under the section labeled Trip Description), where the poster can explain in a few words what kind of trip they want to take.

This gives you something to go on and makes it easier to qualify this lead.

## THE RESPONSE

Let's say you would like to contact this person. Below their information is space for you to fill in a response and e-mail it to them. Put your e-mail address in the "From" field. The subject

field has already been filled in as "**Response To Trip Request # xxxx.**" We suggest you leave this as-is so your message doesn't look like spam or junk e-mail.

The information from your member profile is entered automatically into the message box, though you may edit or remove this information if you wish. Be certain that this information is correct! If there is any more contact information (i.e., 24-hour reservations service number) you wish to include, put it in your response. You never know how prospective customers may want to contact you!

### Trip Request Detail

<b>Request Date</b>	<b>End Date</b>	
10/10/2008	11/09/2008	
<b>CONTACT INFORMATION</b>		
<b>First Name</b>	<b>Last Name</b>	
Alma	Stevens	
<b>Address</b>	<b>Country</b>	
Jacksonville, FL 32277	United States of America	
<b>Phone</b>		
(904)708-3659		
<b>TRAVEL DETAIL</b>		
<b>Travel From</b>	<b>Travel To</b>	<b>Travel Timeframe</b>
Europe	Oslo	08/14/2009
Jacksonville, United States of America	0	To 08/29/2009
<b>Total Budget</b>	<b>Type of Travel</b>	
\$5000-\$7500	International	
<b>Trip Description</b>		
I would like to stop over in Paris France and London England - can travel by train to these locations. I would also like to stay a few days in each of the France and England and the remaining in Oslo Norway. I have sleeping accommodations in Oslo - just need a rental car in Norway.		
<b>TRAVELERS</b>		
<b># Adults</b>	<b># Children</b>	<b>Child Ages</b>
1	1	15
<b>Passport (Y/N) &amp; Country</b>	<b>Special Meals</b>	
Yes	None Specified	
None Specified		

This is your moment to shine. Show off your expertise in the area. Be brief, but tell the poster what you have in mind for them. Include options that most closely address their trip request. Sell them the trip of their dreams. Give them alternatives that they might not have considered. Include budget ranges or actual per person prices to help them make their decision about which reply to respond to. If need be, ask them more questions about the kind of trip they want to take.

Once you have composed your message, hit “Preview Response” to see how your message will appear. If you want to make changes, click Modify. Otherwise, click Respond. Our system will send the e-mail to them.

## Respond

From (enter e-mail address)

Subject Response To Travelsense.org Trip Request

Message

The following response is from  
Jane Doe Agent  
Company: Travel the World  
Address: 1000 F Street  
City: Alexandria  
State: VA  
Postal Code: 00000  
Phone: 123-456-7890  
Fax: 123-456-7899

Preview Response

## FREQUENTLY ASKED QUESTIONS

### **There are so many requests. How can I pick out the good leads?**

That all depends on how you define “good.” One easy way is to look at the budget. If it is outrageously low for the destination — such as 10 people for a month in London on \$1000 — the poster doesn’t have a realistic view of how much travel is going to cost and is probably a window-shopper out to find prices. However, a budget of 0 can be misleading, since that just means the poster didn’t specify one when filling out the form. We strongly suggest that consumers specify their budget, but we do not require it.

You can also scan the destinations to pick out requests for locations you are familiar with, or pick out posters interested in cruises and tours. Quite a few recent requests were for groups of 40-50 people, perfect for agencies that handle group tours and packages. Another good tactic is to look at the details. The posting used earlier in this guide is a good example of a traveler that knows what he/she wants in a travel experience. Posts with few trip details or solid destination ideas are probably from window shoppers.

### **I responded to a request, but I haven’t heard back. What gives?**

There are several reasons for this. You may have incorrectly entered your e-mail address or your contact information is incorrect in our files. (If our files are wrong, please check your member profile online at <https://web.asta.org/myasta/index.cfm> and make the necessary changes.)

Posters can set a limit on the number of responses they receive, so you might have missed the cutoff. (Which is all the more reason to check the list frequently and respond quickly.) The poster may be a

window-shopper fishing for quotes. There is also the possibility that the poster preferred another agent's response.

**I went back to look for a request I saw just a few days ago and I can't find it. Where did it go?**

Consumers can put a time limit on their request, ranging from 5 to 30 days. Once that limit is reached, the listing is pulled. Check the list often and respond quickly to insure you don't miss out on any leads.

**Good luck using ASTA's Consumer Lead service. We think it's one of the greatest member benefits we can provide, and once you try it we're sure you will agree. We always love to hear success stories. If the Consumer Lead service produces new business for you, please let us know [askasta@asta.org](mailto:askasta@asta.org) !**