

Design Travel, Inc.

2168 Lake Shore Circle
Arlington Heights, IL 60004

Phone: 847/577-7930

Fax: 847/577-7917

E-Mail: travel@dtmgi.com

<http://www.dtmgi.com>

THE GOALS & OBJECTIVES OF THE DESIGN TRAVEL MANAGEMENT GROUP

The travel agent today, whether experienced or novice, who has either been uprooted from the confines of a storefront environment or is beginning a travel career, needs a safe haven to weather the storm of change affecting our industry until such time as the radical changes subside and a clearer path of direction can be pursued. Our objective is to develop such a haven with minimal cost incurred by the agent, while offering new direction to the agent to pursue a path to further develop their business.

Design Travel, Inc. has created an innovative approach for agents to sell travel by implementing simple, state-of-the-art technology that will keep the travel counselor the most sought after commodity available to the traveling public. We recognize there are countless ways of planning and securing travel itineraries and that not all travel professionals are going to utilize the same methods. However, we do know that in order to keep the travel agent first and foremost on the minds of the traveling public, today's agent needs to niche a technique and become as proficient at accomplishing the task as possible.

Diversity in methods of accessing travel information have made it necessary for travel counselors to become entrepreneurs in order to provide the services that the public requires. The agent must be independent and flexible in selling travel. For their own protection, agents need to be harbored under the umbrella of recognized certifications and affiliations, in order to effectively sell all phases of travel. They must partner with a reliable outside source to provide them with vital travel information that they have access to with a click of a button. They must be mentored in time-management procedures to simplify routine clerical functions associated with their profession. They must have 24/7 access and have a staff whose experience in travel crosses over all sectors of the business. Most importantly, agents need to be fully compensated for their efforts and encouraged to build their business by continual dialogue with peers and mentors to accelerate a higher income potential.

Our objective has been accomplished. We have a concept that is unmatched by any other entity claiming to be a host agency. We provide experienced agents all facets of support needed to sell travel in their own unique fashion. Likewise, we provide the novice independent agent every possible method of connectivity to launch their career with freedom and flexibility to pursue their goals and objectives beyond previous expectations.

Our mission.....to become the most sought after, influential network of experienced travel professionals with whom customers and vendors alike seek to become aligned. The client's gain is the assurance of knowing that his travel has been designed by a skilled travel planner whose focus is to present the best possible travel experience. Suppliers will reward our network with high commissions paid in exchange for our loyal support selling their quality products.

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BECOMING ALLIED WITH OUR HOST AGENCY

Think of Design Travel as your safe haven!

You can grow your home-based travel business....

- Knowing you are not alone in operating your travel business
- Networked to a host agency that works exclusively for *you*; meaning we *do not* sell travel. Therefore you have a full suite of travel professionals working for you as your silent partners. We are previous agency owners, frontline travel agents, independent contractors, back-room accounting experts ... all proficient in technology, teamed together to bring you the utmost of support!
- Protecting your company under an umbrella of accreditations that are recognized throughout the industry by all suppliers.
- Having freedom from costly bonding, insurance fees and essential E & O insurance associated with operating a travel business.
- Belonging to a network of skilled travel professionals who share information and ideas.
- Being supplied state-of-the-art technology necessary to manage your business effectively
- Being communicated with daily via phone as needs arise.
- Being updated to the minute on faxes and emails, all categorized and personally addressed to you via your password on one of the most dynamic agent websites in the industry!
- Having your overhead virtually reduced to -0- to keep more of the net profit in your company
- Having greater opportunity for higher commissions from suppliers
- Knowing there's emergency coverage for your clients when you are unable to service them
- Never being bypassed on fam trips and reduced rate opportunities
- Receiving training and mentoring as new programs are introduced.

We believe so strongly in our program and the support we give our agents that we would be happy to have you speak to them personally. Let them tell you first hand the value of being part of the Design Travel network!

Now, let's answer some of the questions you may have!

Do I have to enter into a contract with Design Travel?

Yes, there is a contract. Federal law states that to be an independent contractor with or without a company name, federal ID, etc, we have to have you under contract. Our contract is very simple - very basic. It protects you. It protects us.

Is there a cancellation clause in the contract?

Yes. The contract carries a thirty-day out clause for either party to the contract, should the relationship need to be terminated.

Is there a monthly fee?

Yes, it is called an Alliance Fee. For experienced agents, it starts at \$100 per month and is payable by credit card or check. The fee is charged on the 1st of each month. You will always receive an email confirmation of the alliance fee being charged.

What does the monthly fee cover?

- A full-time administrative staff working for YOU electronically networked to your office, counseling to help you grow your business
- Utilization of Design Travel's accreditation with ARC/IATA, CLIA
- IATAN card or CLIA card when applicable
- Customized backroom accounting system and ClientBase Plus customer resource management system exclusively for you to manage your clients
- Electronic access to daily agency faxes and emails to always keep you current
- Electronic access to important resources and Internet subscriptions such as Star Service Online, Intelliguide (Weissmann), Official Hotel Guide, Official Cruise Guide and much more!
- GDS access on Apollo or Sabre
- Great fam opportunities
- Document disbursement
- Dynamic website with our copyrighted "Grid" giving you instant access to hundreds of suppliers, departments of tourism, trade information and online booking engines plus scores more!
- Errors & Omissions coverage

Who pays postage?

We pay regular postage for document disbursement within reason. It would be advisable for you to have your own account with UPS, FedEx, etc. to expedite rush deliveries. However, large boxes of brochures should be shipped directly to you, if the supplier will allow it.

How and when do I pay the alliance fee?

Your alliance fee will be charged to your credit card on the 1st of each month. We will need a current card number to keep on file. Rest assured, we will not make any charges to your card without your permission. This is a separate transaction from any commissions that would be paid to you.

Where are incoming documents sent?

Documents will always come to our office. We proofread all documents and ask that you do the same when we forward them to you.

How do I get the documents to my clients?

Depending on the time frame and instructions from you, we will either forward them out to you for presentation to your clients or forward them directly to your clients. Keep in mind - this is *your* company. You tell us how you wish us to dispense the documents.

When are commissions paid to agents?

Commissions are paid to you by the 15th of each month providing your invoicing has been submitted and your Alliance Fees are current. We never hold commissions longer than the following month. Normally commissions are remitted from a supplier *after* the trip has been taken. However, if we have received payment from the supplier prior to your client's trip, you will receive the commission prior to the 15th of the following month. Likewise, if your clients cancel and your commission has not been protected and we have already paid you the commission, we will recall the commission the next month as a deduction from your commissions earned for that month.

How do we calculate your monthly commission?

Your commission is based on 'monies' received from suppliers on your paid-in-full bookings. The amount of these 'monies' are derived from the prevailing commission rate achieved with a supplier *including overrides* based on sales volume by the entire Design Travel network. The commission split of these 'monies' between you and Design Travel is predetermined prior to the execution of the contract and is always open for renegotiation by both parties at a predetermined future date.

When I qualify for my IATAN Card, how will it read?

The card is in your given name, not the name of your company, and Design Travel, Inc. The reason for this is that we carry the credentialing with ARC and IATAN, not you or your company.

How do new agents get on the IATAN list?

Your name is submitted to IATA when you sign the contract. This tells IATA you are now working towards your IATAN qualifications that are achieved after selling \$50,000 in travel or receiving \$5,000 in commissions annually. However, we can issue you a CLIA card during this qualifying period providing there is substantial indication of your intent to aspire to reach the \$50,000 annual sales goal.

What do I need to become an Independent Contractor with Design Travel?

You can either initiate a contract with Design Travel using your full name and social security number for tax purposes. Or you can set your business on the right track by selecting a name for your business. If you choose to work with a business name, be certain you are the only company with your selected name, by verifying it with the Secretary of State to ascertain that the name has not already been chosen.

You may choose to incorporate the business name. You may want to consult an attorney or accountant before incorporating as he may want you to follow other guidelines that are more suitable for your situation.

Once you have established the way you will do business, you need a business checking account either with the new company name appearing on the checks or your name and address. A sum of money should be deposited in the account to serve as its foundation. Now, select business cards and stationery. Your business cards must display the phrase "in alliance with Design Travel, Inc." somewhere on the face of the card in very small print.

You will need a personal computer and/or laptop, fax machine, and ideally, a minimum of four telephone lines dedicated solely to your business. Two of the lines would be voice lines, one would be for dedicated faxing and the remaining one would be for internet access. Make sure you have a good color printer too. Once you have established connectivity, we will assist you in becoming connected to the most innovative, elite networking system in the industry to help you begin selling travel and building your business! If you are not technology savvy, that's perfectly all right. We will work with you until you become comfortable with your new platform for doing business.

What if associates join me?

If additional associates join you for the purpose of selling travel for your company, thus utilizing Design Travel's ARC and IATA, having access to our network and its suite of online programs, they would be responsible for their associate's monthly fee unless negotiated otherwise with Design Travel. This is for your protection as well as ours. It is essential that each person selling travel be covered individually for errors & omissions. If Design Travel uncovers anyone in your company selling travel utilizing Design Travel's credentials not duly protected individually under Design Travel's errors & omissions policy, not only would your company be held responsible should a liability arise, but also the contract with you and/or your company would be void and all outstanding commissions retained.

Likewise, any additional associates joining you for the purpose of expanding your business would become eligible for IATAN status to enjoy the benefits of FAM and reduced rate travel. They would also be entitled to the same support you receive from the network including CRS access, continuing industry education via seminars, and our own internal support.

Will I have airline ticketing capability?

Yes. We supply either Apollo or Sabre technology in your home when you're ready for it.

What software do I need to start?

You should have a good working knowledge of *Microsoft Word and Microsoft Outlook*. In addition, we will train you to learn *ClientBase Plus* which interfaces with *TRAMS (Travel Resource Agency Management System)*, our backroom accounting system.

ClientBase Plus becomes the backbone of your company. It will be your private database and marketing tool. *ClientBase Plus* will set you apart from your peers with your ability to manage your client.

What is ClientBase Plus?

ClientBase Plus is the travel industry's first *Client Database Information Manager*. This program incorporates the popular features that provide invaluable customer and supplier information with the click of a button and adds next generation booking and data management capabilities. *ClientBase Plus* is an easy-to-use, Web-based software program that gives you instant access to the information you need to build lasting relationships and provide outstanding service to your customers. With *ClientBase Plus* you can quickly turn a cruise or a tour promotion into a direct marketing campaign by finding all interested clients and prospects in your database plus much, much more. It is your secretary, office manager, bookkeeper, and additional staff you couldn't afford to have.

With *ClientBase Plus*, you can slice, dice and rearrange clients by travel preferences and travel history giving you an unbeatable edge in promoting and marketing your travel products and services.

The *ClientBase Plus* software features are:

- Agents view client history at their desktops
- Import or export data from/to other sources
- Reservation Card for tracking all trip reservations
- Invoicing directly to TRAMS without data entry in CRS
- Itineraries and Invoices
- Flexible queries and ability to save as folders for re-use
- Data merge to labels, PNRs, documents and reports
- Profile data moves to PNR – replaces CRS Profiles
- Customized tables for storing client preferences
- Customized template letters for various communications
- Blast e-mails
- Total Scalability... one user to more than 100
- Inquiry into payment history for clients and vendors
- To-Do Lists & Alarms for contact management
- Day, Week & Month-At-A-Glance calendars
- Global modification of data
- Ability to monitor changes to database real-time
- Client-Server technology
- Enhances user security features to protect your lists
- Real time results tracking of marketing activities
- Runs on CRS terminals or your own hardware
- Database can be networked with most agents

Do I need a separate computer exclusively for my business?

We strongly suggest it. Keep your business separate from your personal business.

Do I need a FAX machine?

Yes, at the simplest level you would need to have a fax machine and a dedicated phone line for the receiving and transmitting those faxes. A personal computer or laptop would have a software application enabling you to send and receive faxes, but a stand-alone fax machine would serve as a backup system if you were to incur any computer downtime, prohibiting faxes from coming across.

How do I service my clients, if I am traveling?

You are an independent contractor and the owner of your own business. You should be in contact with your clients from wherever you are to properly service them. It will be your responsibility to return client calls, handle their questions and/or problems or make new reservations even when you are not physically in your office. You will have the tools and certainly the knowledge to accomplish it. However, in those instances when it is impossible for you to assist your clients, we will be happy to service them on your behalf.



We want you to succeed! We will do everything possible to help you succeed! We are most anxious to have you become an integral part of our network of home-based travel entrepreneurs whose businesses are growing and growing with virtually little monetary outlay to accomplish this task, while enjoying all the benefits and perks that go hand in hand with their careers as independent agents. We welcome any questions you still may have, if it can help you to accomplish your goal.



Now that you have had an opportunity to learn about the Design Travel Management Group, we hope you will become part of our network of home-based travel designers. We know you will not be disappointed in your decision.

Some matches are not made in heaven. Therefore, we offer a 30-day out-clause in our contract which provides you with full commission protection, should you decide not remain part of our network.

We want to make certain that you have every opportunity to succeed in the most cost-effective, efficient manner without red tape to confuse issues. We do not believe that airline tickets can be your focus for success these days. Therefore, we do not devote a great deal of emphasis on charging you fees for paper and/or electronic ticket issuance, exchanges, refunds, voids, etc. We do, however, feel there is a definite need for you to charge your clients for the service you provide in doing their airline reservations.

Our Alliance Fee structure are optioned as follows:

For our home-based travel professionals working the business on a part-time basis, the Alliance Fee is \$100.00 monthly with 75% commission including overrides.

For our home-based travel professionals who are devote all their time to working their business, the Alliance Fee is \$500.00 monthly working from home with 95% commission fee including overrides.

For local travel professionals who would want to operate their business directly out of our office, utilizing our office space to conduct business with full use of all of our equipment, and a pleasant atmosphere to present documents to their clients, the Alliance Fee is \$500.00 with 80% commission including overrides.

Commissions are set at 50% for those who are new to the industry and will require training and mentoring in preparing itineraries. As their skills develop and they are able to prepare itineraries without the assistance of our staff, they will be elevated to the next commission level of 75%. They will be charged the \$100.00 Alliance Fee as well.

I am interested in knowing more about Design Travel, Inc. and how I can become a home-based agent.

Name: _____
Agency: _____
Mailing Address: _____

Phone: _____
FAX: _____
Email address: _____

I have been a travel agent for _____ years.

Agent Experience

CRS proficiency: Apollo Sabre World Span Amadeus

Agent Expertise

TAP _____ CTA _____ CTC _____ ACC _____ MCC _____

Destination Specialist for which countries? _____

How do you sell travel?

_____ I work in a storefront agency.
_____ I am totally independent. TRUE ___ CLIA ___ IATAN ___ Other _____
_____ I work exclusively with a host agency.
_____ I sometimes work with more than one host agency.
_____ I have never used a host .
_____ What is a "host agency"?
_____ Other (explain) _____

Computer Skills

Do you own a computer? Yes No ___ Desktop ___ Laptop

What operating system do you use? (i.e. Windows 98, ME, XP) _____

What type of Internet connection do you have? _____

How would you rate your computer skills? strong medium weak

How would you rate your expertise with each of the following programs?
(on a scale of 1-5 with 5 being expert)

MS Word _____	MS Outlook _____
MS Powerpoint _____	MS Excel _____
Client Base Plus _____	Trams _____

Is there any other information you would like to share with us?

Please return to Design Travel Inc.

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