

Frequent Client Questions

HOW TO PITCH CLIENTS & ANSWER THE TOUGH QUESTIONS

Clients are often unfamiliar with what it means to work with a travel advisor.

It is your job to help them understand what you do and how you can be valuable to them.

Let's take a look at some of the most common questions we hear from clients - and how to effectively answer them.

What is Fora?
Aren't travel agents long gone?

Your response: Fora is the modern travel agency, making the experience of planning and booking trips SO much easier. My deep relationships with hotel and travel partners allow me to give you the best trip possible.

I work with clients to plan and book their travel, making sure they get the absolute most value possible. I can help you book everything from a staycation to a bucket list safari.

Can't I book the same thing on my own?

Your response: No! I have thousands of relationships with hotels and partners that allow me to secure the best experience for my clients- getting you priority room upgrades, preferred rates, even spa credits.

Plus, I'm part of the Fora community with thousands of expert advisors. So, you're getting my expertise AND the expertise of every single Fora Advisor I'm connected with.



Let's take it a step further. Think of a travel advisor like an interior designer. Sure, you could pick out your own furniture and decor. But maybe the pillows end up not being quite right or the couch doesn't fit the room like you'd imagined. You also don't really know the best furniture makers. You just see the big companies that spend a lot on marketing. That's why you hire an interior designer - they're constantly sourcing, inspecting, and comparing products from the most reliable furniture suppliers. And, you trust their expertise to make sure everything comes together perfectly.

This isn't just true of interior designers - this is exactly how I work as a travel advisor and your custom itinerary!

Isn't it more expensive to use a travel advisor?

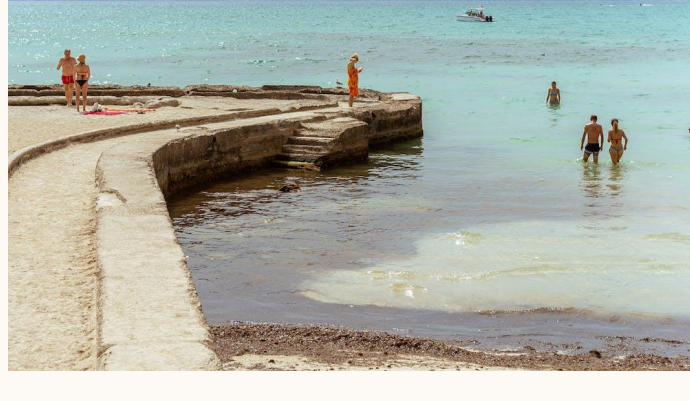
Your response: No! Because hotel and travel partners love the clients that I bring to their properties, they pay me a fee to do just that.

Why did I find a lower price when I looked myself?

Your response: Working with me isn't a discount service, it's a value add service. I will always work with hotel partners to get you the best rates AND the best experience possible. You might be able to find the cheapest room possible on Google or booking platforms, but did you know that room is right above the hotel nightclub and looks directly at a brick wall? And sometimes what might look like the cheapest rate is often not including taxes and fees that show up later in the booking. By working with me, you'll have insight into all of these things to make sure your experience is the best it can be. And if the rate you've found online is in fact the best, I can also book that for you, while flagging you as a preferred VIP guest with the hotel directly.

I love researching. I don't need a travel advisor to tell me what to do.

Your response: The beauty of working with me is that you can be as involved in the planning as much or as little as you'd like. If you want to do the legwork and be more involved - no problem! You can still do the research and come to me when they're ready to do the actual booking. I can add on the finishing touches (access to the upgrade, the free breakfast, or the rooms that adjoin) and make sure you're getting the best value.



Clients who travel frequently will likely have a credit card travel program.

It's your job to differentiate yourself, your level of service, and the benefits they'll experience.

Let's take a look at how booking with a Fora Advisor stacks up against popular credit card travel perks.

Why is working with you better?

Your response: I am the expert when it comes to my clients. I know your likes, dislikes, preferences - and that makes me uniquely qualified to deliver the best experience for you. Booking online through credit card travel perks means you're sacrificing that level of personalization and attention to detail.

If you're not booking online through your credit card, the other option is waiting on hold to speak with a call center agent. Call centers can have upwards of 7,000 agents, so you're never getting the same person twice.

Booking with me means you'll get the highest touch, personalized experience possible - triple confirming that your suite will be connected to your teenagers' room next door or that a crib can fit next to the bed.

I already get upgrades, why should I book with you?

Your response: Yes, I know credit card travel perk programs offer things like \$200 resort credits and free breakfast. But, I'll let you in on a little secret: booking with me means you're getting all of the same perks, but you're prioritized for room upgrades before other customers.

Why?

Because the travel industry is all about relationships and mine go deep. Our team has decades of experience within the industry and during that time we've built meaningful relationships with hotels around the world (4,500+ to be exact). And it doesn't stop at upgrades. I am part of nearly every major preferred partner program including Four Seasons Preferred, Hilton Impresario, Hyatt Privé, IHG Luxury and Lifestyle and Virtuoso Travel.

Why does this matter?

Well, preferred partnerships aren't easy to get - these are selective, invitation-only programs cultivated by hotels to reward agencies who deliver consistent, high-quality clientele. What does this mean for you? Beyond getting priority ahead of Amex customers for room upgrades, when you book a hotel through me, you'll be flagged as VIP guests prior to your arrival. Cue bespoke welcome amenities, hyper-personalized attention - and maybe even your favorite slice of cake from that little local bakery waiting in your room at turn down.

My credit card travel program already has support, what's different about working with you?

Advisor Tip: [This magic article](#) is a great resource to share with your clients to further explain the benefits of booking with an advisor

Your response: I have long-standing, personal relationships with partners, hotel managers, and staff, which means I have a direct line to the places and people who take care of your stay.

Why does this matter?

My personal relationships mean I can quickly and effectively address any issues or concerns that may arise during your trip and resolve them in real time. For instance, if your flight is delayed, I can update your airport pick up, adjust the time of your tour, and make sure you have a welcome drink waiting on arrival.

Fora vs. Other Booking Methods

	Fora	Credit Card Travel Perks	Directly with Hotels	OTAs (like Expedia)	Bank Points & Loyalty Rewards
Priority Upgrades & Amenities	First priority: Fora Advisors' clients receive first priority on upgrades and amenities - ahead of credit card programs, booking directly with hotels, and other loyalty programs	Mid-level priority, after Fora clients and top hotel loyalty customers	Mid-level priority after Fora clients and credit card travel perks programs	Lowest priority with no upgrades or amenities	Lowest priority with no upgrades or amenities
Personalized Service	A real person who is an expert in and advocates for your likes and preferences	Randomly selected call center representative	One of a few dedicated individuals who can respond to requests, but who handle transactions for many guests on a first come, first served basis	Randomly selected call center representative	Randomly selected call center representative
Expertise & destination knowledge	A dedicated travel advisor who has opted in to doing this work because they love it so much - PLUS access to the shared expertise of thousands of other Fora Advisors	A customer service representative with little destination knowledge	A concierge (if the hotel has one) can offer preferred recommendations through corporate partnerships, but you may miss more local or independently offered options	A customer service representative with little destination knowledge - if a customer call center even exists	A customer service representative with little destination knowledge
Exclusive deals & amenities	Fora Advisors have access to preferred partner programs, giving our travelers access to invitation only amenities and upgrades Advisor tip: Clients don't have to give up their hotel program points. They can still earn loyalty rewards at their preferred hotels when they book with a Fora Advisor.	Fewer partnership programs than Fora means more limited access to preferred partner amenities	Limited outside of special sales and seasonal promotions Offers change regularly and are subject to hotel choice	Limited to no perks and upgrades	Fewer partnership programs than Fora means more limited access to preferred partner amenities
Real time assistance & support	Fora Advisors have relationships and book directly with the hotel so we're ready to double-check reservations, make sure all of the details are squared away and also problem-solve for you if something goes awry when you're traveling	Customer service call center professionals do not have direct relationships with hotel management, which means they're left to the whim of hotel customer service to troubleshoot issues that may arise while you travel	Front desk pending availability and response time. While travelers booking directly with hotels are important, advisor relationships and their guests take priority	Customer service representatives with no hotel relationships, means you're on your own to troubleshoot any issues that occur while traveling	Customer service call center professionals do not have direct relationships with hotel management, which means they're left to the whim of hotel customer service to troubleshoot issues that may arise while you travel