

# Morris Murdock Updated Fee Policy

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Beginning October, 1 2020, Morris Murdock Travel will implement the following fee policy. Please adhere the outline below to maintain consistency throughout the company. We are specifically focusing on implementing fees for cruise bookings. Thanks

## Air Ticketing Fees

Domestic Ticket - \$50 per ticket

Mexico & Caribbean - \$75 per ticket

International - \$100 – minimum per ticket. (Feel free to charge more for complex international Itineraries)

## Cruise Planning Fee

\$30 per booking

## Tour Planning Fee

\$30 per booking

## F.I.T. / Consultation Fee

\$100 minimum

## Why are we charging fees?

To help Morris Murdock attract and maintain the right clientele and for you, the advisor, to be able to show your worth. Fees are NOT for the bookings, they are for the value for you and for Morris Murdock. **Commission** is for the things you do for suppliers; **Fees** are for the things you do for your clients. (advice, support, representation)

For fees to be a success, your mindset matters more than almost any other factor. **In simple terms; if you don't believe you are worth the fee, it's not likely they will be either.** Understand the importance of your value and consistently deliver this value & service to your clients.

## Suggested verbiage for cruise planning

"I charge a \$30 (per booking) planning fee to help you with your cruise and I truly believe you'll find it worth it!" I will be doing the following on your behalf:

- Recommending the best-fit cruise based on your needs and wants
- Offering you special perks and amenities we receive from our cruise suppliers
- Monitoring your cruise booking through our proprietary cruise tracking system. We will notify you if the cost of the cruise comes down or if an upgrade becomes available
- Providing you information for airfare and pre & post trip arrangements
- Providing suggestions for shore excursion and including a shore excursions coupon for your cruise (\$30 coupon.)
- Sourcing all travel components and expertly booking them for you.
- Help you register for your cruise and help with printing of your on-line documents.
- Assisting with any travel needs that may arise while you are on vacation.

- **100% money back guarantee! If you're not completely happy with our service, we'll refund the \$30 planning fee.**

It might be nice to send a follow-up email to your client listing all these items you will do on their behalf.

### **Overcoming Fee Challenges and Objections**

The ultimate success or failure of a fees program depends on effective and compelling communication between the travel advisor and clients.

**Be Honest** – Avoid clichés or obvious marketing messages. Just tell the truth, but put the spotlight on how fees are a beneficial arrangement for your client, not just for you.

**Don't be punitive** – Avoid saying things like: “We don't make enough commission on the kind of cruise you want so I need to charge you a fee.”

**Never be defensive** – Watch out for a defensive tone in your words: “We just can't compete with all these web deals so now you're going to have to pay a fee to make up for it.”

**Don't Apologize** – “Never say things like “I'm so sorry I have to charge you a fee.”

### **What do I say to my long-time or repeat clients?**

Remember this, repeat clients keep coming back to you because they value your service. Honor your relationship with them by having a genuine, honest, and meaningful conversation about fees. Tell them the truth why your adopting Fees.

*“I'd love to help you with your cruise. As one of our most important and favorite clients, there is something I'd like to chat with you about first. I'm sure you know the internet has created some amazing deals for travel. Some of them are not what they appear to be, and many are priced assuming self-service with no human assistance or support. Sadly, a lot of travel agencies have gone out of business by trying to offer do-it-yourself deals while still providing valuable human service. Others have ramped up their volume to sell as fast as they can, which can harm quality and service. We've chosen a different path. We now charge a cruise planning fee of \$30 per booking and I truly believe you will find it well worth it!”* **Then go on to tell them everything you're going to do for them as mentioned above.**

### **How can I compete against apps & websites that have no fees?**

Most travelers today shop for travel online and book at least some trips online. Still, apps and travel websites are in a different business. Their business is human-free, automated travel transactions. Our business is helping people have the best possible travel experiences.

“But I could book this myself online and not pay a fee.” “Yes, you're absolutely right, you can book almost any product online these days. You might even see something that looks cheaper for the same cruise we have discussed.”

“There's always a cheaper price or lower fee somewhere else and there's always a reason. Almost all cruise lines have cabins with obstructed views or upper and lowers beds that nobody wants. Apps and websites don't always show this information. But if you don't mind risking it, and you have read all

the fine print, and if you have understood the cancellation policies and the international document requirements, and you didn't overlook unexpected add-ons like taxes, surcharges, and such and that you didn't miss some tiny detail that could ruin your trip, you might save a bit. Some people do."

"Otherwise, I think this explains why we **DO** have a fee. It's not about paying more. Our fee might save you more time and money than you ever imagined. I will be here to help you with everything from planning to departure, which will give you peace of mind."

### **Other questions and answers to help with fees**

#### **Is the \$30 Cruise Planning Fee Mandatory?**

Yes

#### **What if a client books a new cruise while on board?**

Fee may be waived.

If you choose to waive the fee, it's still mandatory that you let the client know that Morris Murdock does charge a \$30 booking fee and explain everything you will do for them.

#### **Do we charge cruise fees at the Travel Show?**

The recommendation would be yes.

If you choose to waive the fee, it's still mandatory that you let the client know that Morris Murdock does charge a \$30 booking fee and explain everything you will do for them.

#### **Do I charge a fee for River Cruise or Luxury Cruises?**

The recommendation would be yes, but at your discretion. Fee may be waived from cruises that bring in at least \$600 per booking

If you choose to waive the fee, it's still mandatory that you let the client know that Morris Murdock does charge a \$30 booking fee and explain everything you will do for them.

#### **What Happens if I choose not to charge the cruise fee?**

A \$15 adjustment will be deducted from your productivity unless the cruise planning fee is waived for one of the approved items.

If you choose to waive the fee, it's still mandatory that you let the client know that Morris Murdock does charge a \$30 booking fee and explain everything you will do for them.