

8 Ways to Increase Your **CAREER FULFILLMENT & COMPENSATION**

A Guide for Independent Contractors



VIRTUOSO
SPECIALISTS IN THE ART OF TRAVEL

THE VIRTUOSO DIFFERENCE for Independent Travel Advisors

As an independent travel pro, you create your own vision, set your own goals, and make your own decisions. The Virtuoso network offers unmatched advantages to those who have leisure clients, and want to optimize their travel business and revenue. You'll enjoy higher commissions and lower operating costs as well as other benefits as a Virtuoso affiliated travel advisor when you align with a host member agency.

THE VIRTUOSO MISSION: to increase the fulfillment and compensation of the frontline advisor.

1

PREFERRED PARTNER PORTFOLIO

Your Selling Edge

AIR, AUTO & INSURANCE Book commissionable, cruise/land NET, or promotional fares with over 70 airlines, and leverage Virtuoso preferred private jet, auto rental, and industry leading travel insurance providers.

CRUISE Book top cruise lines, plus the enhanced cruise experience of Virtuoso Voyages.

HOTELS & RESORTS Clients love the exclusive Virtuoso hotel amenities program that offers complimentary perks, upgrades, and unique experiences at over 1,300 luxury hotels and resorts worldwide, and, with the Virtuoso Preview Program, you'll be among the first to book exclusive hotels in their pre-opening phase.

DESTINATIONS & EXPERIENCES Hundreds of curated preferred tour and on-site providers worldwide.

2

VIRTUOSO EVENTS

Ultimate networking
& learning

VIRTUOSO TRAVEL WEEK The largest annual global luxury travel show with more than 6,000 owners, managers, advisors, and preferred partners from over 100 countries.

VIRTUOSO TRAVEL WEEK ON TOUR Smaller, one- to two-day regional versions of Virtuoso Week, held in cities near you and your advisors, for valuable training and networking with less time out of the office.

VIRTUOSO COMMUNITY EVENTS Structured and experiential networking opportunities.

3

PROFESSIONAL DEVELOPMENT

Never Stop Learning

VIRTUOSO TRAVEL ACADEMY Member-exclusive online learning portal, focused on advisor career development.

CORE VIRTUOSO TRAINING Knowledge and tools to sell preferred products, services, and exclusives.

VIRTUOSO CERTIFIED TRAVEL ADVISOR (VCTA) Helps new advisors establish a solid luxury travel career path.

CRUISE & COFFEE CHAT Exclusive bi-weekly conversations with cruise partner executives and industry executives.

DESTINATION DOCUMENTARIES Professional, on location videos taking you on a virtual journey of a destination.

LEARNING ENGAGEMENT ADVISOR PROGRAM (LEAP) In-depth destination and product training focused on increasing sales.

STUDY TOURS Exclusive opportunities to experience preferred destinations and partners' product first-hand.

SABRE TRAINING Classroom and custom Sabre training, geared to advisors' skill level.

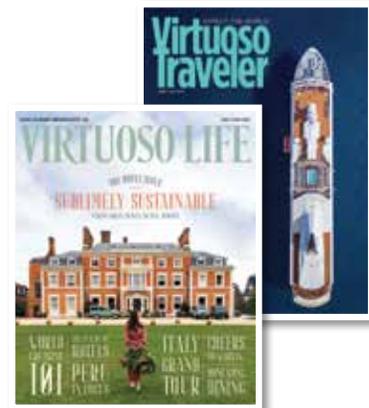
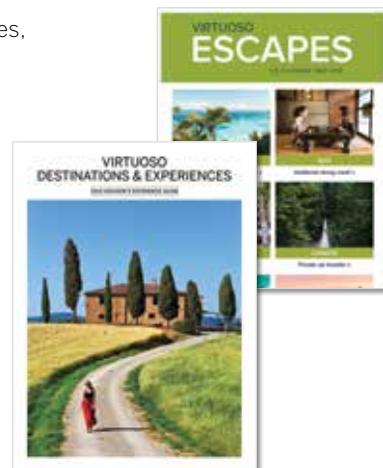
VIRTUOSO AIR TRAINING Comprehensive recorded and live training covering how best to leverage Virtuoso Air.

LIVE WEBINARS Daily 30-minute webinars focused on Virtuoso partners and destinations.

WEB155 Interactive preferred partner and destination trainings, available on-demand and in 15-minute or less.

VIRTUOSO TRAINING NEWSLETTER Weekly highlights of upcoming training and study tours.

4

MARKETINGAgency Branded &
Advisor Personalized**CONSUMER MAGAZINES****Virtuoso Life** Flagship consumer magazine for your best clients.**Virtuoso Traveler** A powerful prospecting magazine that converts qualified prospects into devoted clients.**MYMARKETING – NEW TECHNOLOGY & CUSTOMIZED TOOLS****Advertising** Dozens of ad options from five campaigns.**Partner Offer Emails** Send email campaigns from Virtuoso marketing to your own list of clients.**Client Email Notifications** Multiple professionally created emails on topics including passport expiration reminders, welcome home, happy birthday, and more.**Collateral** A wide variety of print and digital posters, flyers, brochures, postcards, and more.**Image Library** Stunning, authentic travel images, all rights free.**Tool Kits** Aggregated information and resources on important topics.**Videos** Engaging, customizable Virtuoso video options.**DIRECT MARKETING – CATALOGS, DIRECT MAIL & EMAIL****Themed Travel Catalogs** Monthly editions include offers from a variety of partners, and mail directly to your consumers based on their interests and transaction history.**Direct Mail & Email** Showcases preferred partner products, amenities, and Virtuoso-exclusive offers.**Virtuoso Best of the Best Email** Advisor-only email featuring news, advisor incentives, and consumer offers from Virtuoso-preferred hotels and resorts.**Virtuoso Connections E-Newsletter** Advisor-only email with advisor incentives, consumer offers, trainings, and news from a variety of preferred partners.**Themed Travel Email** Each monthly edition features offers from a variety of preferred partners based on a specific travel theme or destination.**Virtuoso Escapes Email** Monthly multi-partner email featuring offers with an expiration or departure date within 90 days.**The Virtuoso Life E-Newsletter** Engaging monthly newsletter featuring the latest trends, destination highlights, and highly customized travel experiences.**DIRECTORIES****Virtuoso Best of the Best** Annual guide to Virtuoso preferred hotels, resorts, spas, lodges, and villas with complimentary Virtuoso amenities.**Destinations & Experiences Directory** An advisor reference guide to preferred on-site, tour operator, and specialty partners.**Grand Journeys Directory** Annual consumer guide to world cruises and extended explorations.

5

VIRTUOSO.COMLeveraging technology
to enhance
human connection**Virtuoso.com** Access to the network intranet site as well as the consumer website.**Virtuoso.com Agency & Advisor Profiles** Highly indexed by Google, your profiles are searchable in the advisor and agency catalogs to attract current and prospective clients.**Virtuoso.com Dashboard** Customize it to see the information and quick links that are most relevant to you and your business.**Private Label Advisor Virtuoso.com** Your customized version of virtuoso.com.**Reviews & Recommendations** Clients' post-trip reviews become a part of your virtuoso.com profile. Great reviews lead to great new clients.

5
**VIRTUOSO.COM,
CONT.**

THREE TOOLS IN ONE CONVENIENT ONLINE LOCATION

Air Booking Tool Access commission fares, NETs, and published fares for easy comparison, quoting, and booking.

Cruise Booking Tool Efficiently find Virtuoso exclusives and Virtuoso Voyages sailings to compare, quote, and book cruises and shore excursions.

Hotel Booking Tool With no GDS experience required, research and compare exclusive amenities, rates, and availability of Virtuoso preferred hotels & resorts worldwide. When an existing client books, Virtuoso passes the reservation to their advisor.

6
**VIRTUOSO
COMMUNITIES**
Being a part of
something smaller
to earn big

Opportunities for advisors and partners with shared travel passions to collaborate deeply to grow sales together.



7
COMMUNICATIONS
Knowledge is Power

Virtuoso FOCUS Your network eNewsletter that centralizes all Virtuoso news.

Virtuoso Connections Your weekly email about Virtuoso preferred partners that includes advisor incentives, consumer offers, and news.

Virtuoso.com News Articles The latest news from Virtuoso and preferred partners.

8
WANDERLIST
An Industry
“Game Changer”

Through an interactive interface, Wanderlist invites users to create their own customized travel wish lists. Then trained Virtuoso advisors analyze this wealth of information by comparing the travelers' interests and ultimately designing a plan filled with future travel possibilities.

This program will help optimize your book of business, qualify new leads, deepen relationships, lock in loyalty, and generate new fee income.



For more information about how to operate as an Independent Contractor while taking advantage of Virtuoso benefits, please contact:

Susan Spain, Director, Virtuoso Global Member Partnerships. sspain@virtuoso.com or 817.334.8637

www.virtuoso.com