



# 7 Ways to Increase Your CAREER FULFILLMENT & COMPENSATION

*A Guide for Independent Contractors*



# 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.**

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## PREFERRED PARTNER PORTFOLIO

Your Selling Edge

**AIR, AUTO & INSURANCE** Book Virtuoso preferred for commissioned and net air fares including 60+ airlines with cruise net fares, auto rental, plus top travel insurance providers.

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

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

**HOTELS & RESORTS** Clients love the exclusive Virtuoso hotel amenities program that offers complimentary perks, upgrades, and unique experiences at over 1,100 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.

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## 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 Global held in cities near you for the ultimate in accessing training and networking.



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## PROFESSIONAL DEVELOPMENT

Never Stop Learning

**THE VIRTUOSO TRAVEL ACADEMY** Online Learning Management System focused on advisor career development.

**CORE VIRTUOSO TRAINING** Knowledge and tools to sell preferred luxury products 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 to help develop deep knowledge.

**LEARNING ENGAGEMENT ADVISOR PROGRAM (LEAP)** Deep destination and experience learning 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** 30- and 60-minute webinars focused on Virtuoso partners and destinations. Available daily.

**WEB15** 15-minute pre-recorded training available 24/7 for concise, core learning.

**VIRTUOSO TRAINING ENEWSLETTER** Weekly highlights of upcoming training and study tours.

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## MARKETING

Agency Branded &  
Advisor Personalized

## CONSUMER MAGAZINES

**Virtuoso Life** Virtuoso's award-winning travel magazine that arrives in your clients' homes presented as a gift from you, and personalized with your name and contact information.

**Virtuoso Traveler** A powerful prospecting magazine that converts qualified prospects into devoted clients.

**Virtuoso Best of the Best** Annual guide to Virtuoso preferred hotels, resorts, spas, and lodges with complimentary Virtuoso amenities.

## TURN KEY, CUSTOMIZABLE MARKETING TOOLS

**Advertising** Dozens of ad options from campaigns.

**Client Email Notifications** Professionally created emails on topics including pre-trip, passport expiration reminders, happy birthday and anniversary wishes, welcome home, and more.

**Collateral** A wide variety of print and digital posters, flyers, post cards, and brochures.

**Image Library** Stunning, authentic travel images, all rights free to download for your website, social media, and presentation needs.

**Special Offers PDF** Delivered to your inbox, ready to customize and share.

**Social Media** Whether you're active on Facebook, Twitter, Instagram, Pinterest, or LinkedIn, share professionally created posts from the Virtuoso pages to optimize engagement and impressions. **#VirtuosoTravel**

**Tool Kits** Aggregated information and resources on important topics such as lead generation, virtuoso.com profiles, Virtuoso Travel Week, and crisis response.

**Videos** Engaging, customizable video options, great for your website, presentations, and social media.

## CONSUMER 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.

**Partner-Specific Direct Mail & Email** Virtuoso-produced direct mail and email showcases Preferred Partner products, amenities, and Virtuoso-exclusive offers. Frequency dependent on Partner demand.

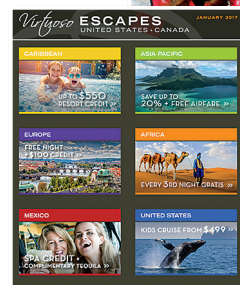
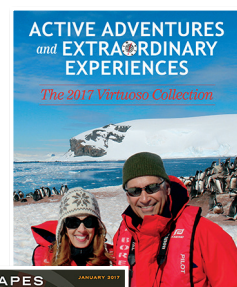
**Themed Travel Email** Each monthly edition features offers from a variety of preferred partners based on a specific travel theme or destination.

**Virtuoso Escapes Email** Monthly multi-partner eNewsletter featuring offers with an expiration or departure date within 90 days.

## DIRECTORIES

**Destinations & Experiences Directory** Annual digital reference guide just for advisors of preferred on-sites, tour, and specialty partners.

**Virtuoso Voyages Directory** Semi-annual digital reference guide for you and your clients.



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## VIRTUOSO.COM

Leveraging technology  
for greater  
human connection

**Virtuoso.com** Access to the network intranet side 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 V.com profile. Great reviews lead to great new clients.



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## 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 to compare, quote, and book cruises.

**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.

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## 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.



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## 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.

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

Travel Experts



VIRTUOSO MEMBER.