

***Cruise Lines International Association:
Master Cruise Counsellor Certification Program***

CASE STUDY 1

THE HONEYMOONERS

Imagine that you are a travel counselor working in Detroit, Michigan. Arnold Kahn and Susan Sarducci, who are fiancées, have made an appointment to meet with you to discuss their honeymoon plans.

Arnold, 33, is a lawyer who counsels companies that specialize in international trade. His bride-to-be, Susan, is a 29-year-old high school instructor who teaches art and foreign languages. They both seem very outgoing and sociable. They confess to you that they have only the vaguest of notions as to where to go on their honeymoon.

You did book two short trips for Arnold in the past, so you have a few clues. One trip was to New York City for business; Arnold deliberately stayed in New York over the weekend, not only to reduce airfare costs, but also to see two Broadway shows and to do some sightseeing. The second trip was to an all-inclusive resort on Martinique. It was there that Arnold met Susan!

In an attempt to better define their needs, you ask them why they chose the Martinique vacation. They have very different answers: Susan was attracted to the sunny beaches, planned activities, out-of-the-ordinary cuisine, shopping and cultural attractions nearby. Arnold liked the value that an all-inclusive offered and its snorkeling and deep-sea fishing opportunities.

You continue to question them to get a feel for what they want. You discover a few basics: They can take off up to 15 days from work; they would prefer to go in the Spring, but, since the wedding date isn't set, they're open to other times; they're not looking to "get away from it all," since it will be a small, "low-stress" wedding.

But your questions start hitting a "wall." Arnold and Susan seem reluctant to give you anything but "fuzzy" answers to your more precise questions. You suspect that they may have rather different concepts about what form their honeymoon should take, and fear creating a conflict there, in front of you. Susan finally blurts it out: She "sort of" wants to do a multi-day visit to Europe, but she's not absolutely set on it. Arnold would rather visit "a more sunny place" where they can "do a lot more than just sightsee."

You realize that you must propose some sort of compromise vacation and destination package, one in which their common interests and needs are benefited and in which conflicting needs might meld into a compromise. "Did you ever consider a cruise?" you ask. "No," they respond, "but we're open to the idea, and even talked about it briefly. Tell us more..."

(Please see reverse side)

In your essay, answer the following questions based on the scenario described above:

- What three things might you say to “clinch” the cruise idea in these clients’ minds?
- Which cruise line might you recommend for these clients and why? What other cruise line might also serve their needs?
- Which itinerary and destination would you first recommend to them? Why? If they don’t like your first idea, what backup place and itinerary might you offer?
- Which category and price would you recommend? How would you quote the price to them? Give your reasoning.
- When do you think they should go? Why?
- Since these clients have never been on a cruise, and in light of their “profiles,” what three objections do you think they would most likely bring up regarding the cruise experience? How might you address their concerns?
- Do you consider yourself likely to “close” the sale on these clients on this, their first visit to your office? What might you do to encourage an immediate booking? If you can’t close the sale now, what might you say and do to assure that they will indeed book the cruise through you soon?