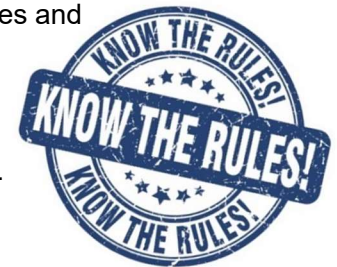


ITA Product Training for PlanNet Marketing Reps

1. **As a PlanNet Rep, your product is the ITA, an Independent Travel Agency business delivered, and supported by IntelTravel.**
 - a. The ITA purchase includes an initial enrollment fee of \$179.95, followed by a monthly fee of \$39.95 - all paid to IntelTravel.
 - b. A new ITA has a 30-day period to cancel their enrollment and receive a 100% refund from IntelTravel.
 - c. Upon enrollment, a new ITA will receive an email confirmation from IntelTravel, an introduction to their ITA business.
 - d. After a verification process of the new ITA by IntelTravel, the ITA will receive their Agent credentials and access to their Travel Business Back Office with the ability to create a free personalized website; access to Getting Started, compliance and travel selling education through IntelTravel University and Online Academy, as well as Partner Education and events; access to VIP Partner Exclusives, Preferred Partners, Customer Management System (CRM), free Marketing and Sales Tools, a Calendar of Events, the IntelTravel Knowledgebase and Help Desk; plus so much more.
 - e. The new ITA is encouraged by IntelTravel to commence a series of travel training videos and materials within IntelTravel's Online Academy to help them get off to a quick start and learn the basics of booking hotels, airlines, car rentals, cruises and more! They will also learn how to register outside bookings so they can earn commissions and get paid.
2. **When selling the ITA, share ONLY about the income earning opportunity first – BOOKING TRAVEL!**
 - a. ITAs book travel for friends, family, even themselves, and earn commissions on those bookings.
 - b. Agents earn 70-80% of total commissions paid on travel they book (less transactional costs where applicable).
 - c. Agents can book flights, hotels, car rentals, cruises, event or theme park tickets, vacation packages, travel insurance and so much more.
3. **Never sell ITAs by talking about travel perks, agent rates, or travel industry benefits. Never mention tax benefits or write-offs.**
 - a. While Travel Agents are sometimes offered special benefits – including lower rates, free upgrades and even FAM trips, these are NOT a selling feature of the ITA. They are an advantage that's achieved when an Agent is successfully booking travel and running their business.
 - b. Instead of talking about “perks” or “discounts” talk about EARN. SAVE. TRAVEL. Earn money by booking travel. Save your customers money by offering amazing travel deals. You get to travel for education!
 - c. Reps should NEVER offer tax advice or assume a Travel Agent will qualify for any tax write offs. ALWAYS direct others to speak to their CPA or tax professional.
4. **Reps do not support or train Travel Agents, ONLY IntelTravel supports and trains their Travel Agents.**
 - a. ITAs are SOLD, they are not sponsored. Reps build teams, have downlines, uplines and sponsors. ITAs are independent contractors with no sponsor or team – they purchased their business from a Rep. There are no “travel teams.” An ITA should always be called an Agent/Travel Agent/Travel Advisor. Terms like Director, Sponsor and Business Partner do not apply to ITA travel business and should never be used with IntelTravel's travel partner brands or industry partners.
 - b. IntelTravel offers excellent training for their Agents to learn everything they need to know to be a successful booking Agent. This education is a FREE benefit of working with IntelTravel. There is no “assistance” that a Rep must offer an Agent who buys an ITA. Reps should not train Agents, nor should they promise to support or train prospective Agents. Reps are not travel experts. PlanNet Marketing Reps sell the ITA and leave the support and training to the experts at IntelTravel.
 - c. IntelTravel also trains Ambassadors to support and assist their Agents. Only official Ambassadors are permitted to teach travel sales techniques and vendor products to IntelTravel Agents.



**If you are a PlanNet Rep and an IntelTravel Agent - please keep your two businesses separate. Reps sell ITAs, Agents sell travel. An ITA/Agent NEVER sells ITAs.*