

Airborne Profits: Mastering Selling the Skies

March 20th , 2023



TRAVEL EDGE
NETWORK

Sheila Hunter

Manager, Air Operations

Sheila Hunter is an experienced Travel Consultant bringing 38 years of travel and ticketing experience to the table. Her journey with Travel Edge began in 2014 as an integral part of the start-up of the Air Support Team and the ADX online booking tool.

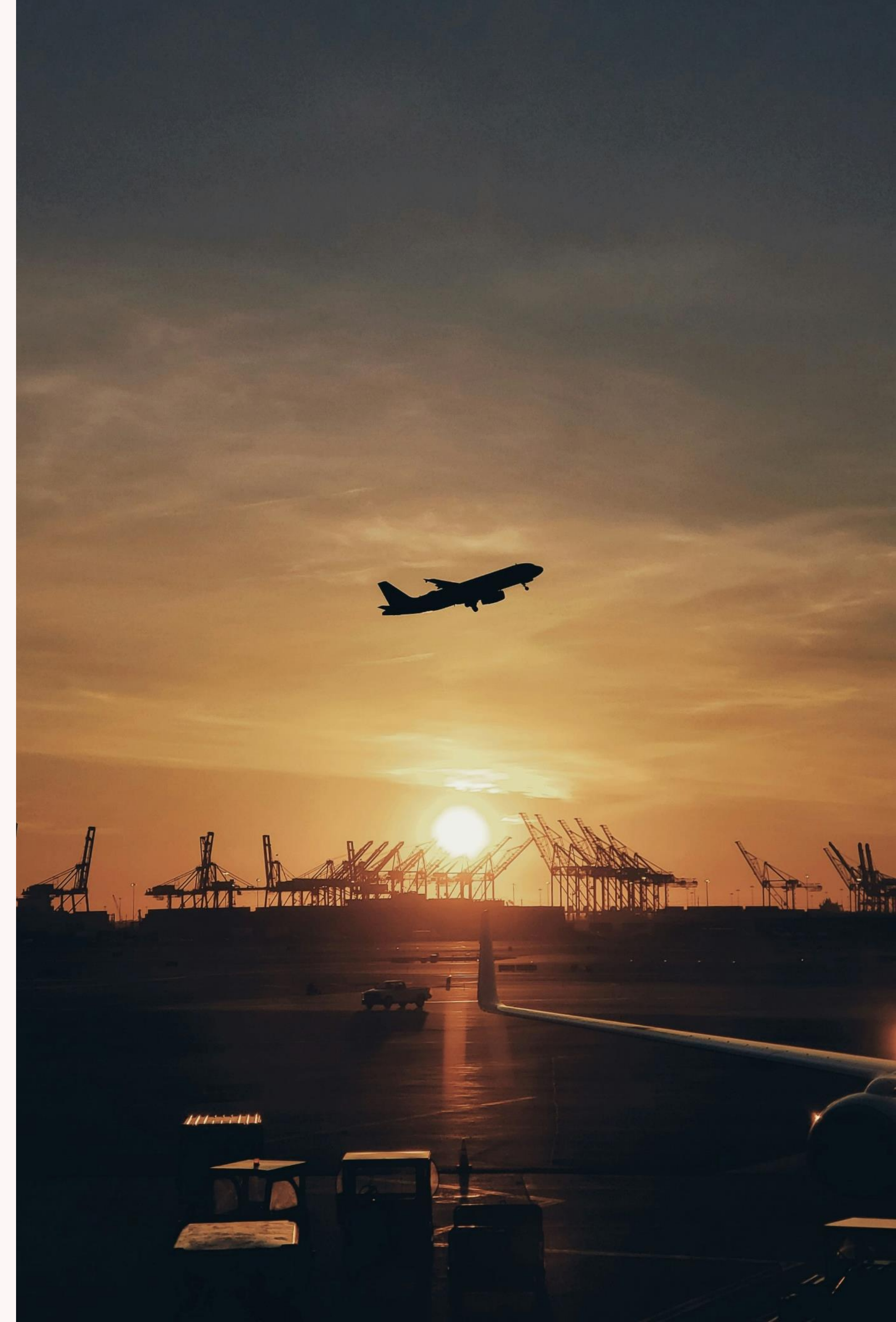
Her journey into the travel business began at the young age of 19 when she worked as an international agent for American Airlines. This led to bigger opportunities where she gained experience in corporate travel, travel management, group travel, and as an Independent Travel Consultant for an Energy Conservation company and other corporate accounts.

Before joining Travel Edge, Sheila also spent 8 years on a 24/7 Air Support Service team in the fast-paced world of Crew Scheduling operations for a well-known cargo airline. Her goal as Manager of the Air Support Team is to lead a team of highly skilled ticketing support agents while delivering top-notch customer service.



Agenda

1. Welcome & Introduction
2. Discussion with Sheila
3. Air Basics: Fare Rules & Debit Memos
4. Search in ADX: Basic & Direct Sell
5. Booking with Points
6. Preventing Fraud



Discussion With Sheila

1. Why is it important to action schedule changes? How do I know what I need to do when the notification comes in?
2. Can we talk about commission? What carriers and markets are the best for commissions? Why do some segments offer commission, but others don't? I thought if I booked business class, I'd have a commissionable fare!
3. Can you explain codeshares? How do they work? Does my client benefit?
4. What is a circle trip or the meaning of a circle trip as far as pricing goes?



Air Basics

The Importance of Understanding Fare Rules

Airlines are required to provide the fare rules associated with each ticket sold.

ADX displays these fare rules in an easy to navigate and easy to read format.

To verify cancellation, change, and other penalties – make sure you access the fare rules prior to ticketing.

For assistance with understanding fare rules, you can reach out to advisor.services@traveledge.com or air.support@traveledge.com.

If you are reaching out to air support, make sure the air service is in the *booked* status.



Selected Flights

USD \$3,320.70



City Pair	New York (JFK) to London (LHR)	Total Duration: 6h 55m	View total price
American Airlines	New York (JFK) to London (LHR) - Mon Aug 19	Depart: Mon Aug 19 at 07:00am	
American Airlines	New York (JFK) to London (LHR) - Mon Aug 19	Terminal: B	
American Airlines	Aircraft: Boeing 777	Arrive: Mon Aug 19 at 07:45pm	
American Airlines	Cabin Type: Business	Terminal: B	
American Airlines	Class: I	Duration: 6h 55m	
American Airlines	Brand: FLAGSHIP BUSINESS		
American Airlines	Meal: Meal Available		
American Airlines	Baggage Allowance: 2 Pieces/Passenger		
American Airlines	Operated By: AA		

City Pair	London (LHR) to New York (JFK)	Total Duration: 7h 45m	View total price
American Airlines	London (LHR) to New York (JFK) - Sat Aug 24	Depart: Sat Aug 24 at 08:30am	
American Airlines	London (LHR) to New York (JFK) - Sat Aug 24	Terminal: B	
American Airlines	Aircraft: Boeing 777	Arrive: Sat Aug 24 at 11:00am	
American Airlines	Cabin Type: Business	Terminal: B	
American Airlines	Class: I	Duration: 7h 45m	
American Airlines	Brand: FLAGSHIP BUSINESS		
American Airlines	Meal: Meal Available		
American Airlines	Baggage Allowance: 2 Pieces/Passenger		
American Airlines	Operated By: AA		

City Pair	JFK - LHR	PLAUSHIP BUSINESS	PLAUSHIP BUSINESS FLEXIBLE	PLAUSHIP FIRST	PLAUSHIP FIRST FLEXIBLE
City Pair	LHR - JFK	PLAUSHIP BUSINESS	PLAUSHIP BUSINESS FLEXIBLE	PLAUSHIP FIRST	PLAUSHIP FIRST FLEXIBLE
Per Adult		USD \$3,320.70	USD \$3,820.70	USD \$4,570.70	USD \$18,620.70
Commission		22%	22%	21%	2%
		Select	Select	Select	Select

Accessing Fare Rules

On a quote summary, within the search flow

Your Selected Fare

TRAVELERS

1 passenger Adult

USD \$3,320.70

Total cost for 1 passengers

USD \$3,320.70

Please be aware that prices are not guaranteed until ticketed. ADN is not responsible for any price changes that occur or any guarantees with regard to pricing, implied or otherwise that you may make to your clients

[Cancel](#)

[Quote](#)

[Book](#)

[Fare Rules](#)
[Show price and luggage details](#)

ESTIMATED COMMISSION

22% = USD \$220.00

Accessing Fare Rules

On a quoted, booked, or ticketed service

ADX Home Clients Resources Bookings ▼ Cruise ID, ADX Ref, PNR, or Invoice # Q 👁 beth admin ▼

Round Trip Flights: London - Innsbruck 12/29/2024 ☐ 01/05/2025 ☐ [Add details/notes](#) ▼

All Services View by: 📅 ✈

✈ **Round-Trip London to Innsbruck** ✎ [Rename](#)

Dec 29, 2024 - Jan 5, 2025

Actions: [Change Flights](#) • [Cancel Flights](#) • [Ask Air Support](#) • [Open PNR View](#) • [Seat Plan](#) • [Fare Rules](#)

TICKETED ▼

Fare Rules

Each segment can be selected to review specific rules for that part of the ticket

The rules are divided into clickable sections for easy navigation

The rules for the selected section are displayed below in plain text

ADX Home Client **FARE RULES & RESTRICTIONS** beth admin

These rules can be used for reference, if any details or flights are missing please confirm with the Internal Air Support Team. If you need to provide change or refund penalty details to your client, please confirm with the Internal Air Support Team for full terms and whether any current travel advisories may impact the changes.

Adult

Alternate Fares

JFK - LHR	FLAGSHIP
LHR - JFK	FLAGSHIP
Per Adult	USD \$3
Commission	21

Your Selected Fare

TRAVELERS

1 passenger Adult

Total cost for 1 passengers

Please be aware that prices are not occur or any guarantees with regard

Cancel

Fare Rules
[Show price and luggage details](#)

JFK - LHR Adult Fare Rules

RULE APPLICATION AND OTHER	ELIGIBILITY	DAY/TIME
CONDITIONS	FLIGHT APPLICATION	ADVANCE
SEASONALITY	MAXIMUM STAY	RESERVATIONS/TICKETING
MINIMUM STAY	COMBINATIONS	STOPOVERS
TRANSFERS	ACCOMPANIED TRAVEL	BLACKOUT DATES
SURCHARGES	PENALTIES	TRAVEL RESTRICTIONS
SALES RESTRICTIONS	CHILDREN DISCOUNTS	HIP/MILEAGE EXCEPTIONS
TICKET ENDORSEMENTS	ALL OTHER DISCOUNTS	TOUR CONDUCTOR DISCOUNTS
AGENT DISCOUNTS	GROUPS	MISCELLANEOUS PROVISIONS
FARE BY RULE	DEPOSITS	TOURS
VISIT ANOTHER COUNTRY	NEGOTIATED FARES	VOLUNTARY CHANGES
VOLUNTARY REFUNDS		INTERNATIONAL CONSTRUCTION

RULE APPLICATION AND OTHER CONDITIONS

NOTE - THE FOLLOWING TEXT IS INFORMATIONAL AND NOT VALIDATED FOR AUTOPRICING.

FIRST/BUSINESS CLASS TRANSATLANTIC FARES APPLICATION

CLASS OF SERVICE

THESE FARES APPLY FOR FIRST/BUSINESS CLASS SERVICE.

TYPES OF TRANSPORTATION

FARES GOVERNED BY THIS RULE CAN BE USED TO CREATE ONE-WAY/ROUND-TRIP/CIRCLE-TRIP/OPEN-JAW JOURNEYS.

ADX Copyright TripA Version: 1.7.371-hotfix

Fare Rules

Need help deciphering?

You can use the “Ask Air Support” button on the air service, if it is in the *booked* status or, reach out to advisor.services@traveledge.com

The screenshot displays the ADX Travel Edge Network interface. At the top, the navigation bar includes links for Home, Partners, Clients, and Resources, along with a search bar and a user profile for Beth Curran. The main content area shows a booking for "Round Trip Flights: New York - Reykjavik" for the dates Thursday, September 26, 2024, to Thursday, October 3, 2024. The booking is in a "PART BOOKED" status. Below the booking details, there are tabs for Trip, Client & Travelers, Payment, Service Fees, and Manage. The "Trip" tab is active, showing the trip name, dates, and a "Refresh Quote" button. The "All Services" section lists the booking with a "BOOKED" status and a "Ticket Flight" button. A red arrow points to the "Ask Air Support" button in the "Actions" section. The bottom of the interface features buttons for "Add ADX Service", "Add non-ADX Service", and "Send Itinerary", along with a notification icon showing 17 items.

ADX Home Partners Clients Resources Bookings ▼ Cruise ID, ADX Ref, PNR, or Invoice # Search Beth Curran ▼

Round Trip Flights: New York - Reykjavik
Thursday, September 26, 2024 - Thursday, October 3, 2024
ADX Ref. 4ZWAUW | [Archive](#) | [Link Bookings](#) **Elizabeth Curran**
Advisor: Beth Curran **PART BOOKED**

Trip Client & Travelers Payment Service Fees Manage Refresh Quote

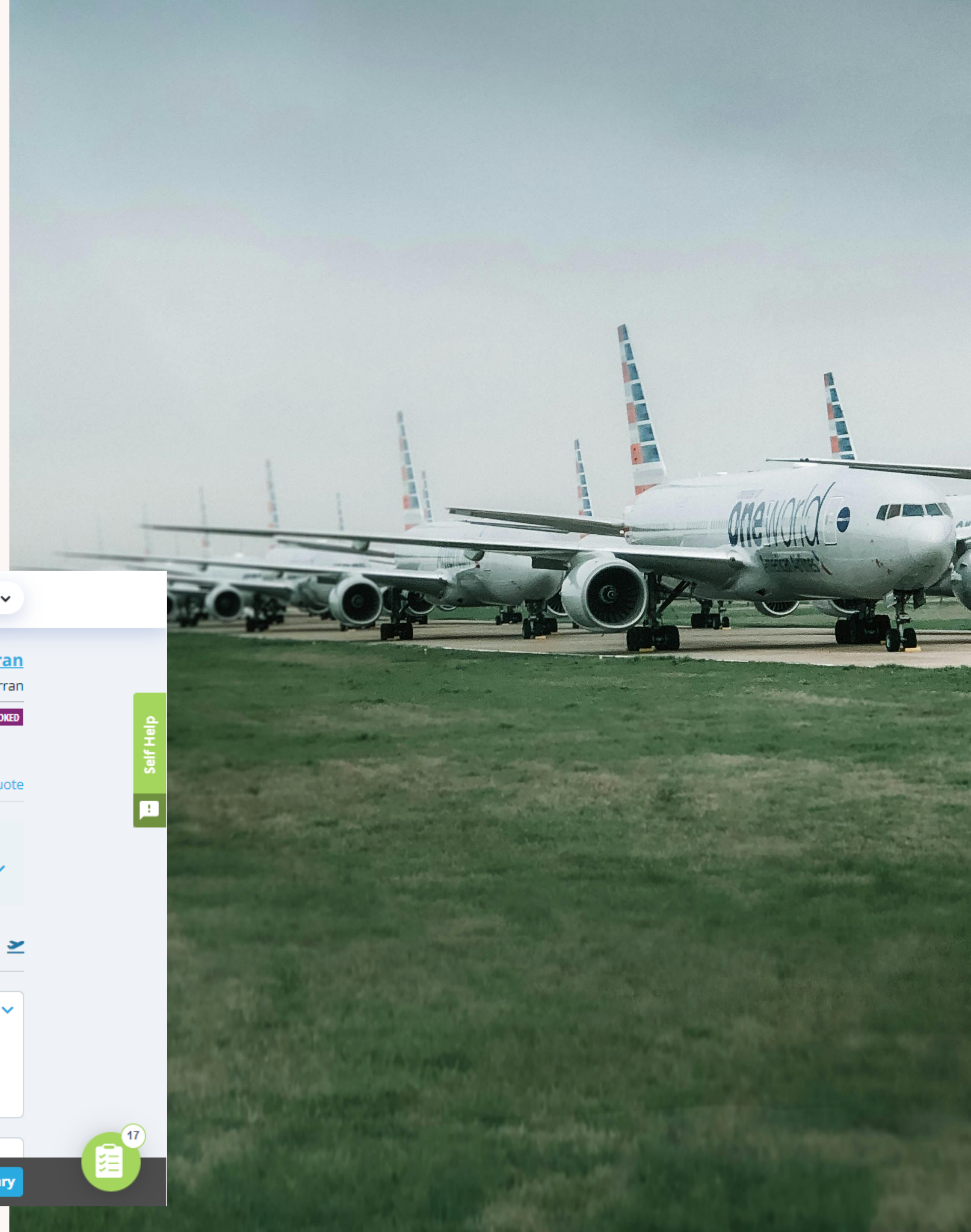
Trip Name Round Trip Flights: New York - Reykjavik **Dates** 09/26/2024 10/03/2024 Add details/notes ▼

All Services View by: [Calendar Icon] [List Icon]

✈ **Round-Trip New York to Reykjavik** [Rename](#) **BOOKED** ▼
Sep 26, 2024 - Oct 3, 2024 Ticket Flight

Actions: [Change Flights](#) • [Cancel Flights](#) • [Ask Air Support](#) • [Open PNR View](#) • [Seat Plan](#) • [Fare Rules](#)

Add ADX Service - Add non-ADX Service - Send Itinerary 17



Airline Debit Memo (ADM)

What are they and how do you avoid?

An Airline Debit Memo or ADM is a fine or penalty imposed by the airline for breaking their rules or when a credit card company or bank issues a charge back for funds used (typically in fraud cases).

ADX can help you avoid most debit memos:

- Received due to non-combinable segments
- Received due to incorrect commission calculation
- Received due to other errors commonly made in GDS bookings

Debit memos incurred from booking throw-away segments, issuing fraudulently purchased tickets, or knowingly and willingly skirting airline policy will be passed on to the booking agent or lead.



Avoiding an ADM

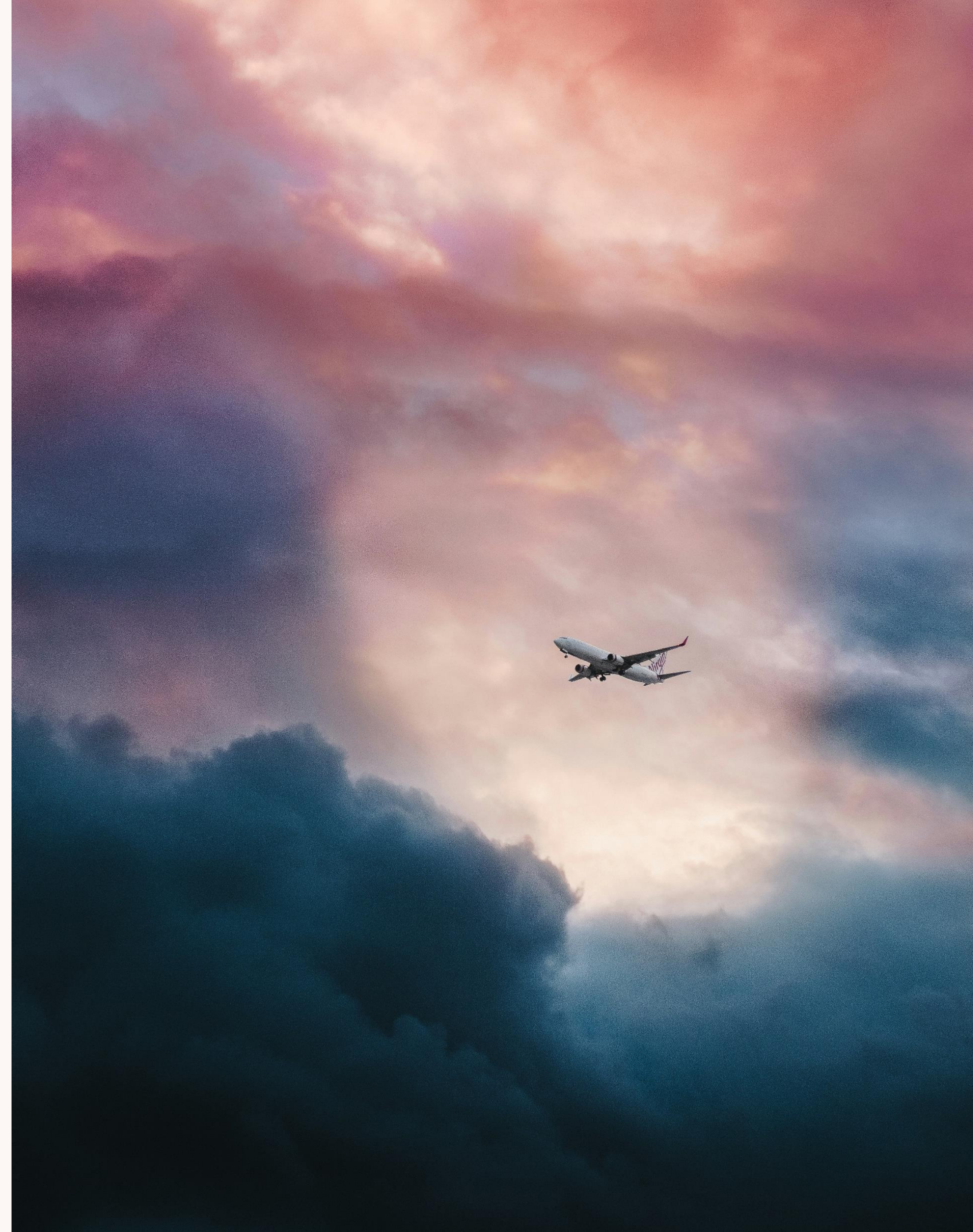
ADX helps you more than you know!

The ADX system is designed to prevent ADMs that can be issued due to mistakes made when booking.

ADX calculates the commission based on our air agreements and displays it upfront for you for your convenience.

ADX doesn't display fares that are not combinable, making it even easier to avoid a debit memo.

Should something be missed, and a segment is displayed when it shouldn't be or the commission is miscalculated, and a debit memo is generated, the ADX team takes full responsibility for that ADM. This is our no debit memo guarantee.



Avoiding an ADM

Important steps to take

In the event an advisor knowingly and willfully bends or breaks airline policy, and an ADM is generated, the debit memo will be passed back to the agent.

The air team and operations team review an air report daily and are constantly on the look-out for risky bookings or bookings that break airline policies.

In the case of throwaway segments – tickets that are booked where there is no intention of using one or more segments – we will have a word with you or the agency owner and if the behavior doesn't change, we will have to take further action to reduce the risk to Travel Edge.



Receiving ADMs

Steps to take when disputing

If you've received an ADM due to a chargeback, you will have the opportunity to dispute the ADM and provide evidence to back up that the cardholder agreed to the charge and gave permission to use their card for the purchase.

If you've received an ADM due to breaking airline policies, that ADM will be passed onto you, and all commission payments will be withheld until the entire amount in arrears is repaid.

You may enter a payment agreement with Travel Edge in the event the dispute is denied or you receive an ADM due to breaking airline policies.



Search in ADX

Basic vs Direct Sell

There are two different types of air searches in ADX.

Basic Search

Allows you to input your departure and return cities for round-trip, one-way, or multi-city searches as well as dates, departure and arrival times, class of service, stop filters, and alliances

Direct Sell

Allows you to input your departure and return cities for round-trip, one-way, or multi-city searches as well as dates, flight number and class of service. Rather than a search, you are pulling the exact itinerary your client wants to pull into a quote or ticket immediately.

There is training available for both searches [here](#)



Booking With Points

Can you? Should you?

One of the popular choices to book air is to use loyalty points or miles. The only problem with this choice, is travel advisors can't access these points or miles outside of their client's account or directly with the airline.

What does this mean? You would have to log into your client's account with their credentials or call the airline on their behalf.

These fares are also non-commissionable, meaning you'll do a lot of work for them, and you won't earn any money.

Should you book them? Travel advisors are advised not to book points fares unless you're charging a hefty fee for the work you're going to do.



Preventing Fraud

Know what to look for

With prospective clients that you've never worked with, spoken with, or met before – there are several things to be on the lookout for:

- Heavy grammatical errors in initial written correspondence
- No mention of referral
- Request for travel within 24-48 hours
- Request for one way air for their first trip through you
- Paying for travel with a card that is not in their name
- Request for air from one of ARC's red flag destinations including but not limited to:
 - Ghana, Sierra Leone, Uganda, Rwanda, Ivory Coast, Burkina Faso, and Djibouti

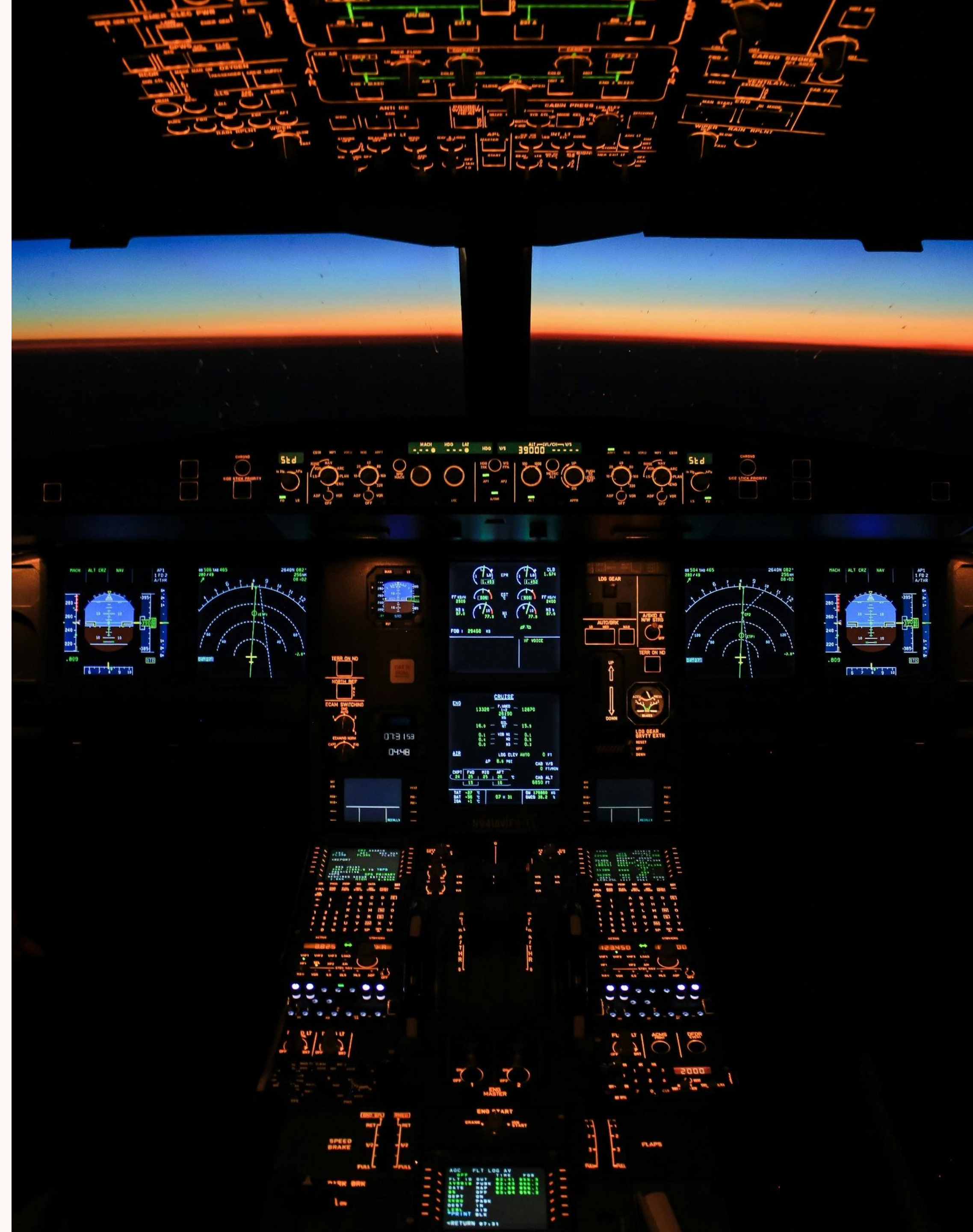


Preventing Fraud

Steps to take

- Verify your potential client's identity with a virtual call such as zoom, teams, facetime, or with an in-person meeting
- Verify the cardholder's identity if the name does not match the passenger.
- Get a signed credit card authorization form prior to making the purchase
- Get secure copies of the front and back of card to hold as evidence
- Get copies of government issued identification
- Say no – this is your sale, and if you feel uncomfortable in any way then decline the sale and advise they find alternate means of booking their travel.

Complete the fraud prevention training on the [Intranet](#).



Thank you!

