

**SALES MAESTROS SIGNED UP TO DELIVER UNBEATABLE SALES TIPS
AT ADVANTAGE CRUISE CONFERENCE**

- *Reality Training brings interactive sales workshop to Advantage Cruise Conference*
- *Cruise Conference taking place onboard Ventura from October 27th-29th, 2017*

London, UK – 17 August 2017:

Advantage Travel Partnership has recruited dynamic duo, Bob Morrell and Jeremy Blake of Reality Training, to speak at the Cruise Conference onboard P&O Cruises' Ventura, taking place from October 27th-29th.

The session will focus on helping agents to sell more cruises, looking at upselling, pricing psychology and closing the sale. The cruise-tailored training will be relevant for all levels of experience, with the aim of helping agents communicate the value of higher-priced options.

Claire Brighton, senior commercial manager at Advantage, said: "We are delighted that Bob and Jeremy will be joining us at this year's Cruise Conference. Member feedback in the past when we have used Reality Training has been really positive so to be able to incorporate this into our cruise programme helps us evolve and improve the event for our members."

Reality Training's Jeremy Blake said: "We're thrilled to be speaking at this event. Cruise is such a fast-growing market, however, it can be difficult for agents when they have to talk about higher priced options, such as enhanced itineraries or upgrades. We're going to provide the delegates with a selection of key tips to build their confidence so they can increase their booking values and their conversions."

Bob Morrell added: "This will be an interactive training session when everyone will have the chance to develop some key sales language that they can use from their next cruise enquiry."

Reality Training have spoken at many travel industry conferences over the last 10 years and are known for creating and delivering sales and service models to leading brands.

P&O Cruises' Ventura will depart from the Mayflower Terminal in Southampton on Friday October 27th, bound for the Belgian city of Bruges. Conference sessions will start shortly after embarkation and there will be ample time for networking with cruise line partners. Delegates will have the opportunity to experience all the delights and features of Ventura, as well as take an excursion to Bruges, and the conference will end on a high with a gala dinner.

Find out more about Reality Training at www.realitytraining.com

To register for the Advantage Cruise Conference, please visit advantagecruiseconference.co.uk.

Advantage Travel Partnership (www.advantagemembers.com).

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For further information about Advantage Travel Partnership please contact Lauren Williams (lauren.williams@brightergroup.com) or Katherine Lawrey (Katherine.lawrey@brightergroup.com), +44 (0) 20 7 326 9880

Note to editors: Advantage Travel Partnership is the UK's largest independent travel agent partnership. Advantage leisure and business travel agents who are part of the group are each independently owned, but as a collective they produce over £3.6bn of travel sales each year, making members experts in every aspect of the travel industry.

WIN is a select group of corporate travel specialists working together to provide a superior service to international clients. They provide local service excellence using global products and technology to build a truly Locally Global solution. There are around 6,000 travel agent members in over 70 countries worldwide.