



American Society of
Travel Advisors

PROFESSIONAL Development

PROFESSIONAL DEVELOPMENT:

Ways to Take Advantage of the Quiet Time

You know the big “to do” list that continues to grow? If you find yourself with extra time, work to further your professional development. When travel bounces back, your business can return stronger than ever.

- **Stay informed!** Things are changing every day, and it is essential to stay up to date on current trends, issues, and events. Sign up for newsletters and follow the industry’s best sources, like ASTA! Make a point every day to get the information from sources you trust.
- **Connect!** Make sure you’re taking advantage of social media and other online networking tools to stay in touch with other travel advisors who have experienced hard times but managed to keep their business afloat. Seek advice and guidance from your peers in the numerous networking groups available on Facebook and through your Host agency and Consortia.
- **Make education and training a priority.** We know it’s frustrating that the phones aren’t ringing as much as they used to but take advantage of the time to sign up for some ASTA webinars or even our Verified Travel Advisor certification program. Boosting your knowledge now will make you even better when things start to pick up again!
- **Plan for profitability.** Put your business plan in place if you don’t already have one. There are many resources available through the Small Business Association and through other industry groups. Check in with your Host agency to see if they have recommendations for business planning tools. Sit down, crunch your numbers, and come up with your personal strategy for success.
- **Give your online presence some TLC.** This is the time to update your website! Take a deep dive into your web pages as a guest or potential client would. Check your website for better SEO optimization. Add a chat bot widget feature so you can be readily available for current and potential clients. Update your ASTA profile or any online profiles you have. Stay connected with your clients. Segment lists and update your contacts in Client Base or your CRM.

- **Master your media.** Social media is helping us stay connected with the world these days. What does your social media look like? Now is the time to draft future social media post, content and curate a plan for using social content to drive more business. Not familiar with social media? There are many social media training programs available online, even for free! A quick Google search can point you in the right direction. If you find that you're getting more media inquiries these days, take advantage of our media training course through ASTA's education program. We also have some media tips here to help you craft your key messages ([see our media training fast facts here](#)). Be sure to [check out our talking points here](#) as well.
- **Listen to your clients and be understanding.** Saying things like "I'm here for you" can go a long way. Make sure you are helping them put their mind at ease. They trust you, and that confidence will go a long way for when they consider their future travel plans. Make sure you are up to date on all the current situations regarding your clients. Be proactive and not reactive.
- **Be confident.** Your confidence in the industry, your business, and most importantly, yourself, can have a significant impact on those that work closely with you.