Everything revolves around them.
“Your customer doesn’t care how much you know until they know how much you care.” Damon Richards

Be ready to tell your story.
“To sell something familiar, make it surprising. To sell something surprising, make it familiar.” Derek Thompson

Ask insight-based questions.
“It’s not about having the right opportunities. It’s about handling the opportunities right.” Mark Hunter

Create positive emotion; transaction-only leaves you vulnerable.
“When you are enthusiastic about what you do, you feel this positive energy. It’s very simple.” Paulo Coelho

Make the next step ridiculously easy for them.
“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.” Jeff Bezos

Take control of the next step.
“Leadership belongs to those who take it.” Sheryl Sandberg

Situation: A traveler phones asking you to explain the 4-5 different scenarios or possible trips and though you answer all their questions patiently, they end up booking a trip with a different operator. What happened?

“A satisfied customer is the best business strategy of all.” Michael LeBoeuf