

## *Sample Qualifying Questions- Walt Disney World Vacation Packages*

The basics (some people like to collect these via a form or email prior to the initial phone consult):

- Name
- Phone number
- Email
- Travel party and ages of children
- Dates of travel desired, if known
- Mode of transportation (flying or driving), if known

On the initial call:

1. Is this still a good time to talk?
2. Have you ever visited Walt Disney World before? If so, when was your last visit?
3. Tell me about any recent trips your family has taken, whether to Walt Disney World or elsewhere. What do you enjoy doing together? What type of accommodations do you typically choose?
4. When you travel, do you prioritize having a full kitchen or laundry right in your room? (For larger groups... Who do you envision sleeping in which room? Will you need extra sleeping spaces?)
5. What is most important to you on this vacation?
6. If you could do anything or stay anywhere on this vacation, what would you choose?
7. When you travel, do you typically prioritize budget or convenience?
8. Do you have a budget in mind for this vacation?
9. Disney has four major hotel tiers. Which sounds like a good fit for your family (for most families, you'll already know which of these to mention and which to skip!)?
  - Deluxe Villas generally feature kitchens or kitchenettes, sometimes laundry, and also have possibilities of accommodating more guests in one room. They generally have interior doors. They share accommodations with Deluxe resorts in most case and have opulent lobbies, table service restaurants, and water slides. Many, though not all, provide easy access to the parks.

- Deluxe resorts feature higher square footage per room, interior doors, queen beds, more opulent lobbies, table service restaurants, and water slides. Most, though not all, provide easy access to the parks.
- Moderate resorts have less square feet per room, queen beds in most cases, water slides, and most have table service restaurants. They have exterior doors, and some are large properties that require a bit more walking and have multiple bus stops.
- Value resorts have the least square footage per room, and some have queen beds while others have doubles. There are some nice family suite options available! Overall, the focus at the Values is budget-conscious onsite accommodations. They do not have water slides, they have mostly exterior doors, and they have no table service restaurants. They do, however, have a high presence of Disney characters in their theming.

10. Do you envision participating in any character dining on your trip?

11. Have you considered how many park days you might like? Do you think you would want to take any resort/rest days?

12. Do you envision visiting one park per day or visiting more than one park per day?

13. You might have heard about the Wizarding World of Harry Potter, which is across town at Universal Studios. Have you given any thought to whether you might like to make a day trip over there?

14. So it sounds like you are hoping for... (rephrase what is important to them based on the information you have gathered). Is that right? What else would you like to ask or add at this point?

Take time at the end of the call to remind them of the scope of services you offer. Explain that Travel By Design is an Authorized Disney Vacation Planner, and what that means. Tell them about your deep knowledge of Walt Disney World. This is your chance to sell YOU, beyond just selling Disney!