

Travel Sales Scripts & Objection Handling

Travel & Tourism

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces travel sales scripts and objection-handling responses — enquiry response, needs discovery, proposal pitch, price and OTA-comparison objections, and closing — so your team sells consistently and confidently. Use it to train and script the sales team. For the full playbook use the Enquiry-to-Booking Conversion Playbook.

Purpose of this tool & output

Say the right thing to close the trip

How the output is used

Use it to say the right thing to close the trip — travel sales scripts and objection handling that convert enquiries respectfully.

Important cautions

Sell on expertise, service and peace of mind, not by badmouthing OTAs or over-promising.

Companion documents

- Enquiry-to-Booking Conversion Playbook
- Travel CRM & Follow-Up System
- Booking & Payment Collection SOP
- Customer Service & Complaint SOP
- Repeat & Referral Program
- Reviews & Reputation Management

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