Turning Discovery into an Integrated Travel Solution

USAEV Core Travel Sales Academy | Day 4: Package Design



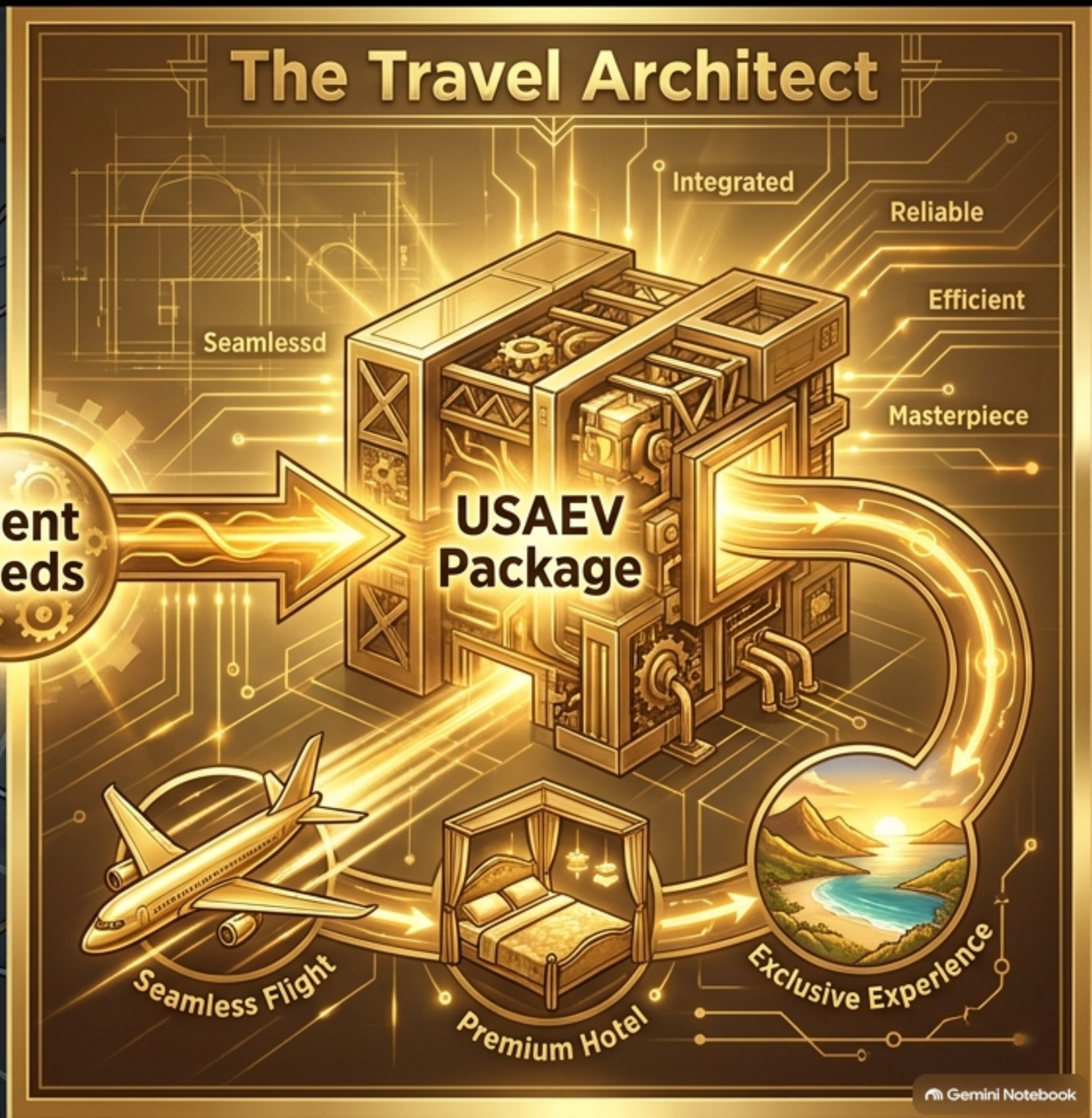


PROJECT: OVERWATER RESORT & AIR TRAVEL INTEGRATION | DRAWING NO: A-101 | SCALE: NTS

Gemini Notebook

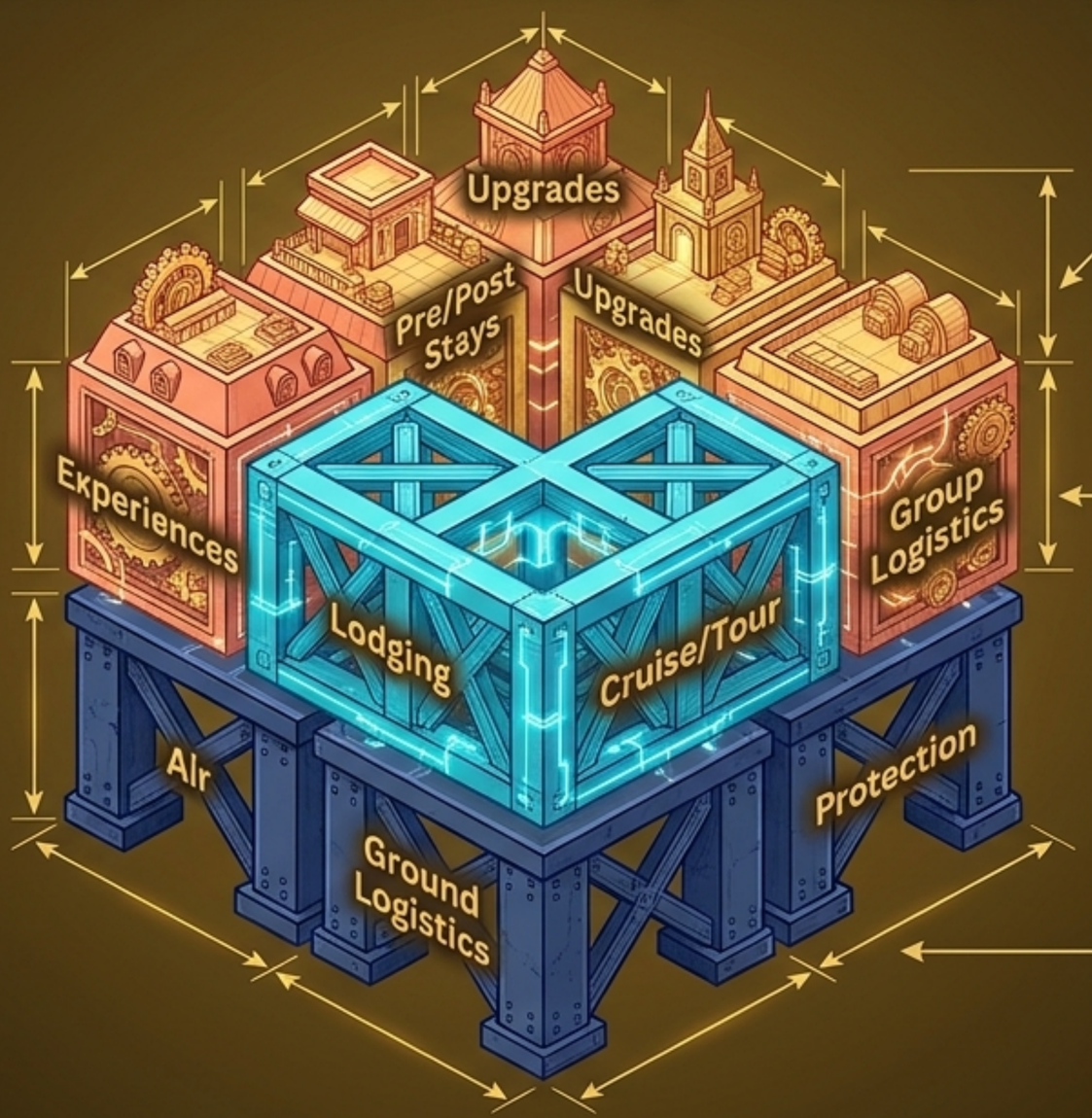
We engineer integrated travel solutions, not fragmented bookings.





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The nine pillars of a structurally sound package design.



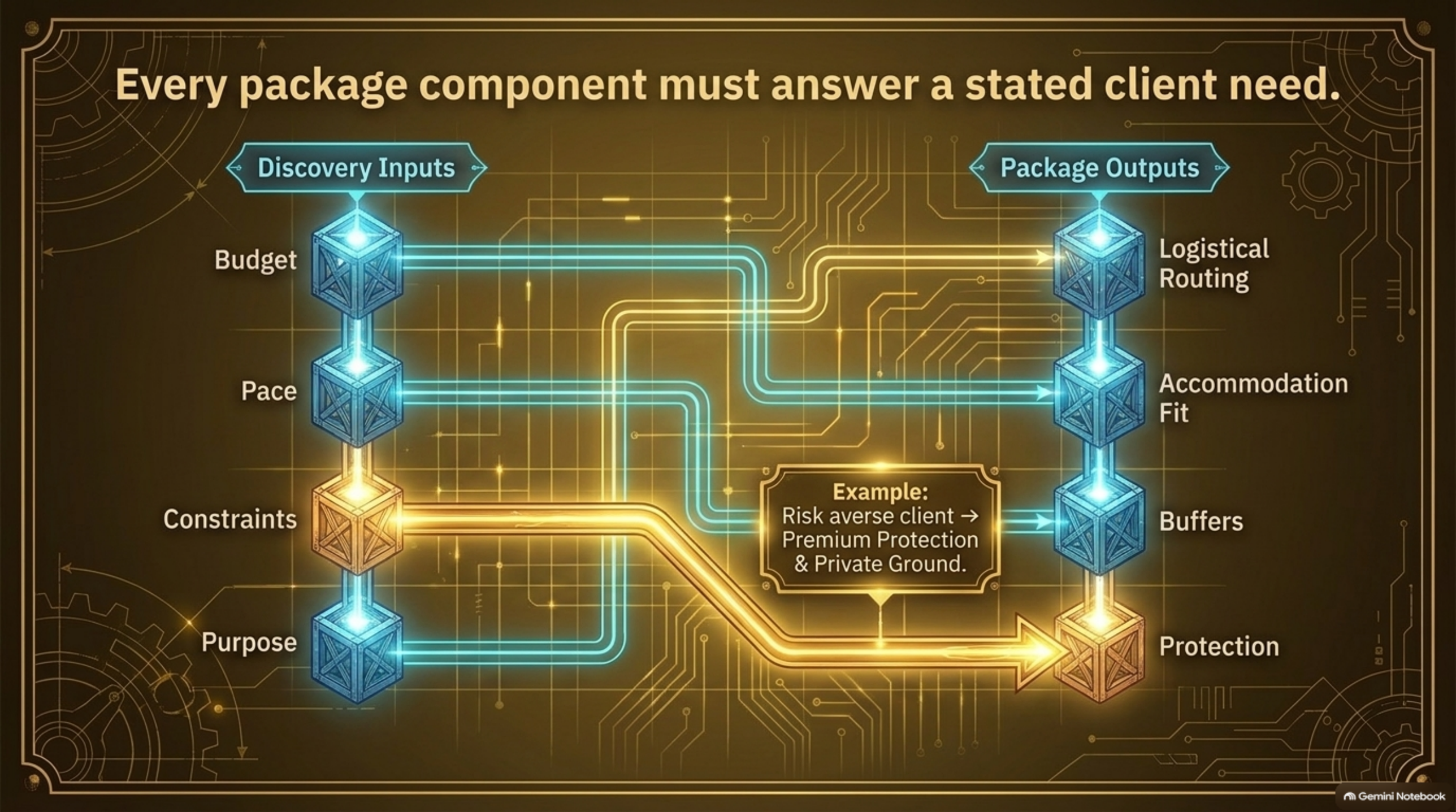
Elevations:
Experiential value and margin drivers.

Core Structure:
The primary travel anchor.

Foundation:
Non-negotiable logistics and risk mitigation.

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Every package component must answer a stated client need.



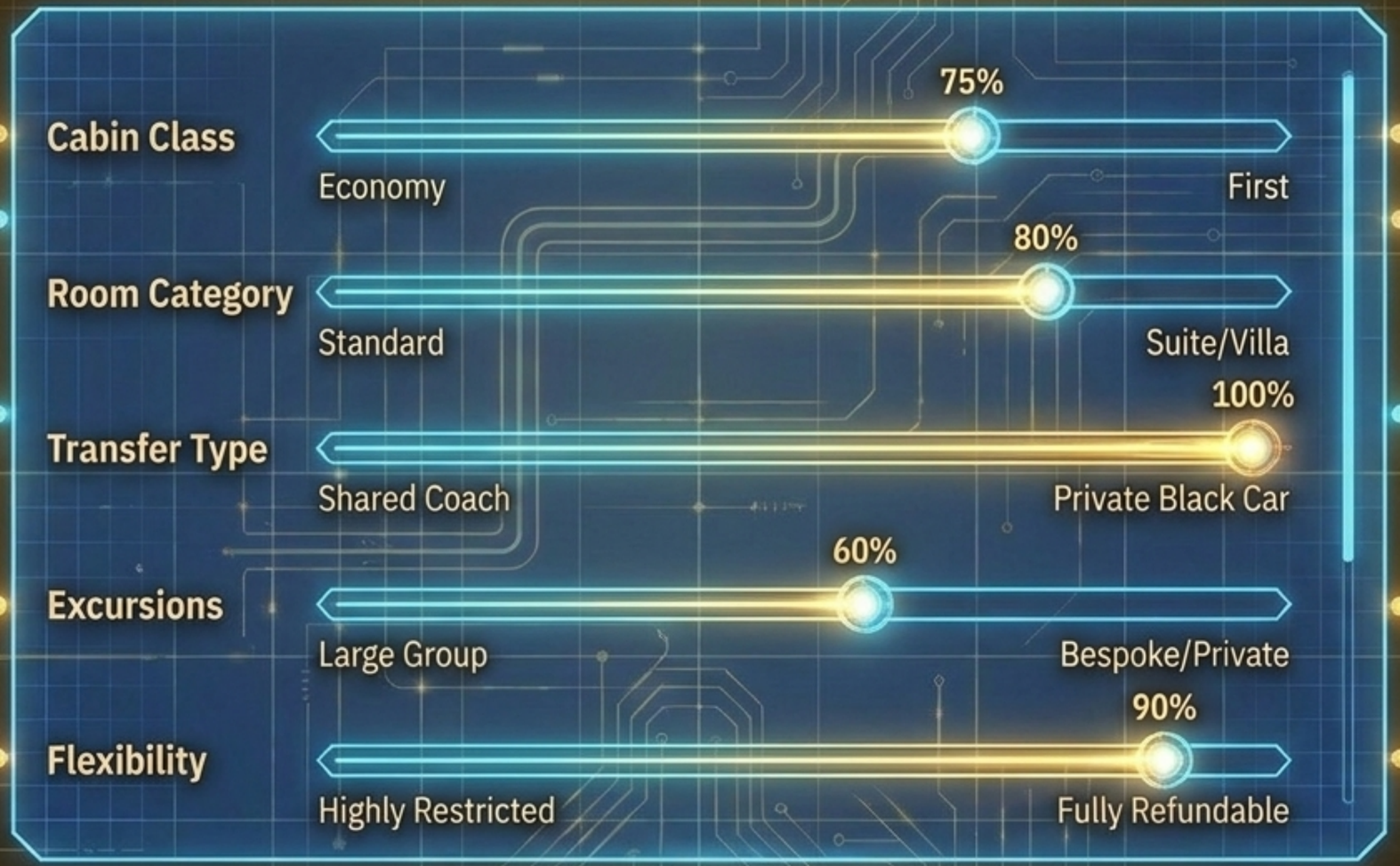
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Presenting three options invites a ‘which one?’ decision.



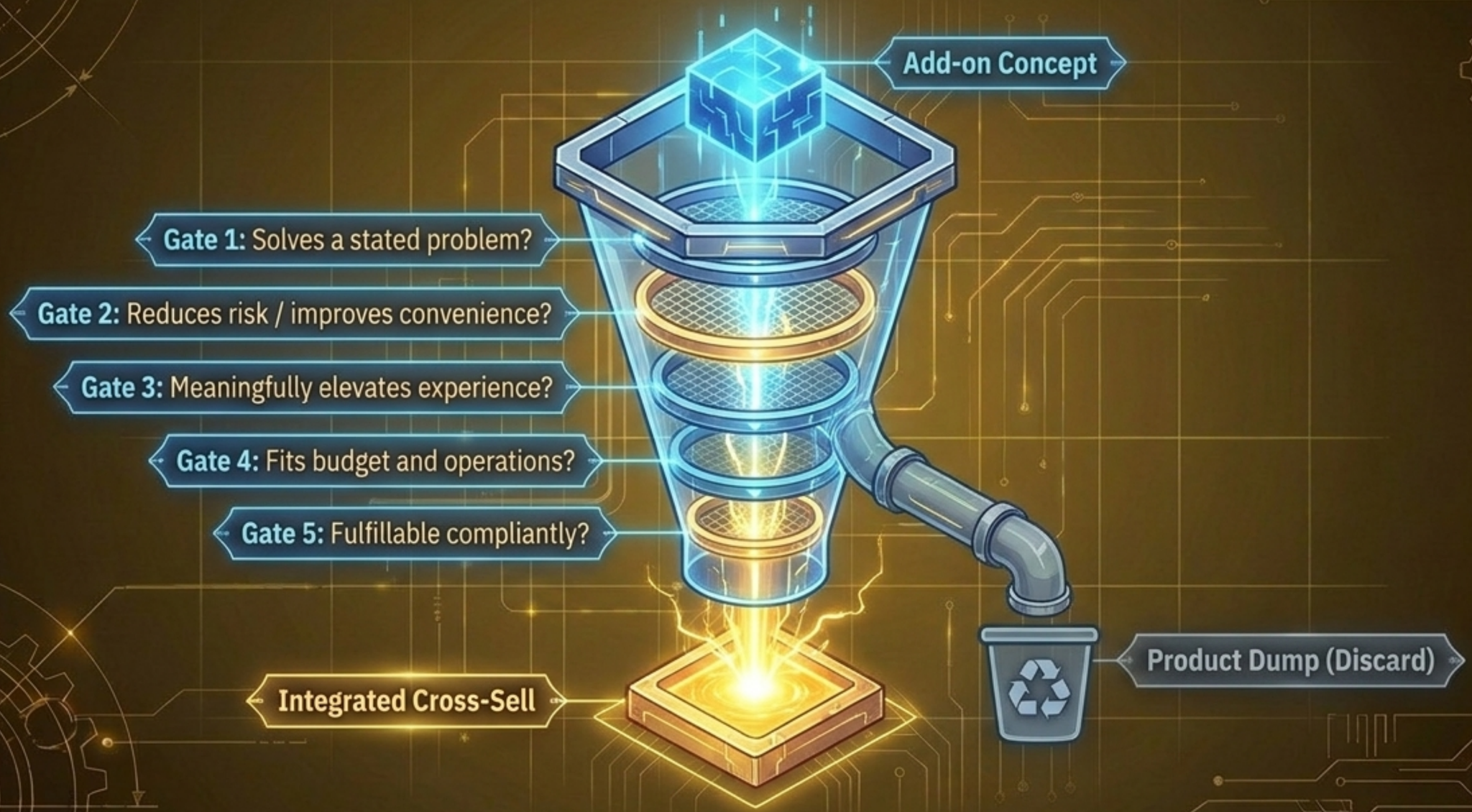
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Pulling the precise levers of logistical and experiential value.



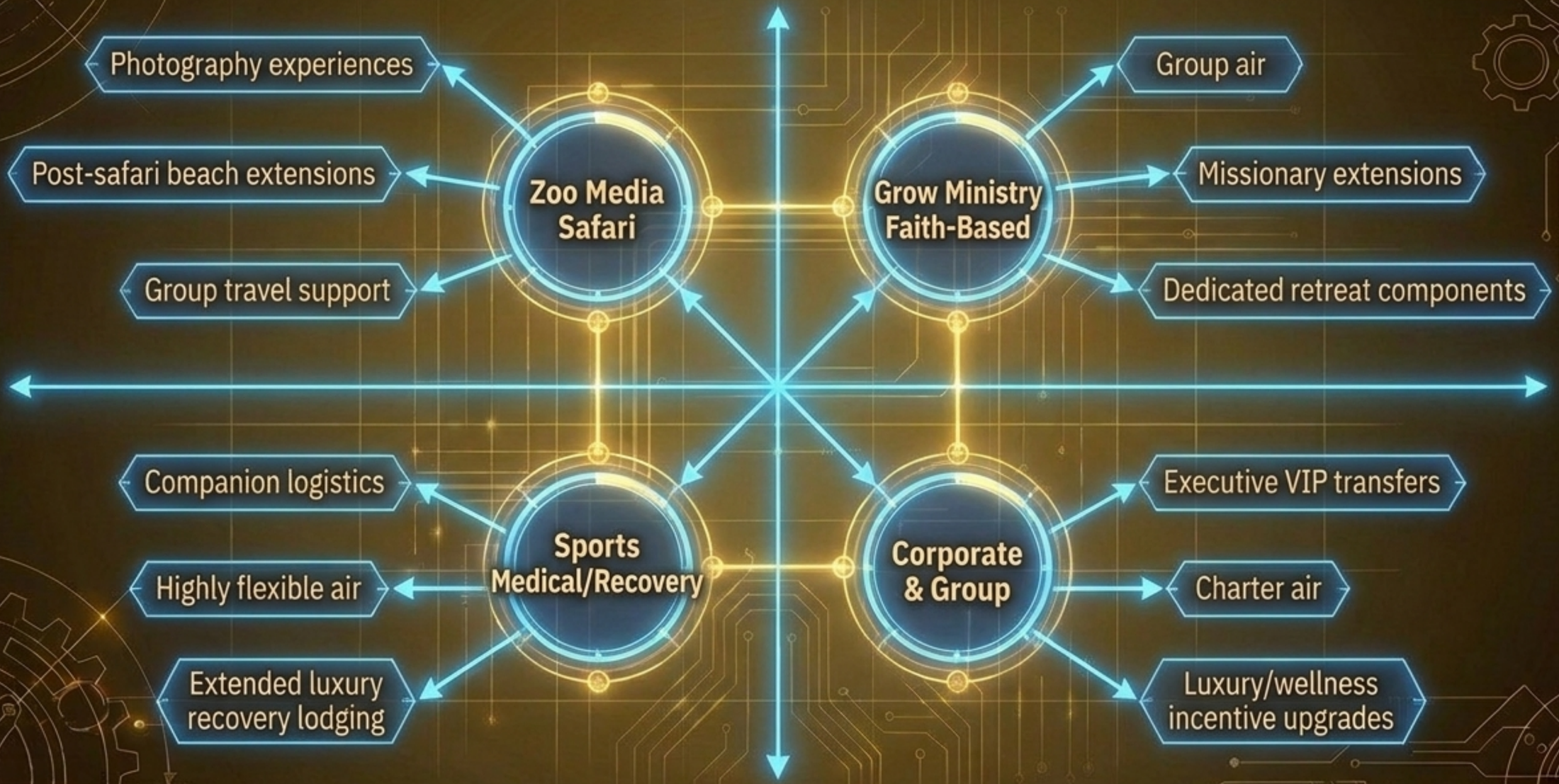
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The Cross-Sell Crucible: Elevating value without product dumping.



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Anticipating the unstated need through specialty bundling.



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Expanding the perimeter to manage buffers and group logistics.

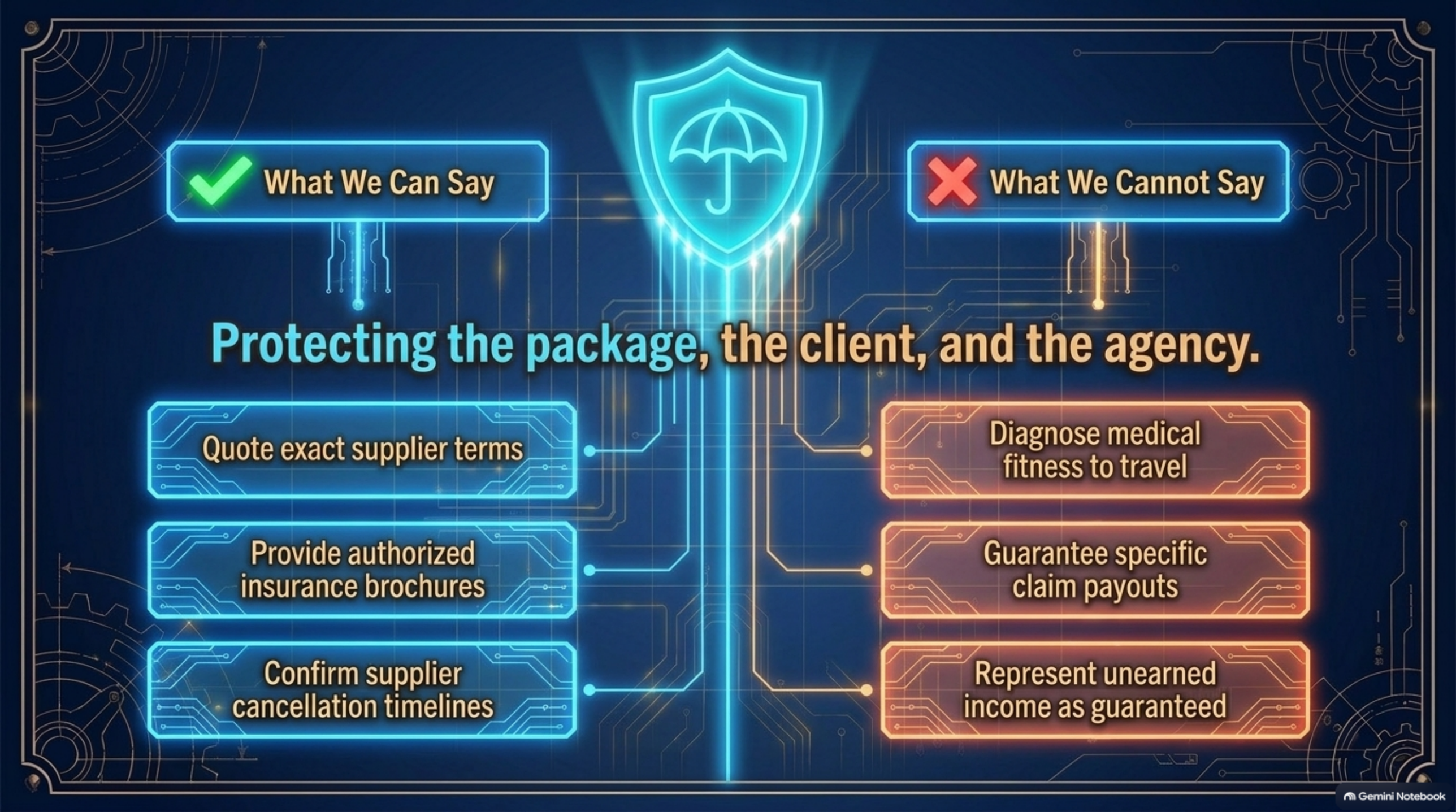


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Client trust is built on the rigorous science of pricing transparency.



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The Travel Dakdan CRM is the operating system for revenue.



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Documenting the decision history and driving the next action.



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The Architect's Challenge: Executing the Day 4 Practical Lab.

The Assignment

1. Extract inputs from Day 3 Discovery notes.
2. Engineer Good/Better/Best structural options.
3. Build a transparent pricing ledger.
4. Log the complete opportunity in Travel Dakdan.

The Assessment Gate



Clearance requires zero unaddressed logistical conflicts.

SI may accelerate research, but the advisor retains total responsibility for verification.

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