

Sales Are About Strategy



With ABA's Certified Travel Industry Specialist (CTIS) Program, motorcoach and group travel professionals get the training they need to be one move ahead of the changing sales game.

It's your move. Enroll in CTIS.

2010 CTIS PROGRAM INFORMATION

WWW.BUSES.ORG/CTIS



AMERICAN BUS ASSOCIATION

Complete the application form available on our web page, www.buses.org/ctis, and return it to ABA with your enrollment fee. After ABA receives your enrollment, you will receive a welcome email from ABA and a welcome packet from Indiana University-Purdue University Indianapolis (IUPUI) that will include the IUPUI course enrollment form. Each enrollee will also be matched with a mentor who will offer advice, encouragement, and share any tips and pointers for the successful completion of the CTIS Program.

Enrollment in the Certified Travel Industry Specialist Program includes:

- **University administered courses – the first in the industry**
- **Up-to-date knowledge of trends and tools for group travel**
- **Flexible scheduling – can be completed at home, in the office or on the road**
- **ABA Member Discounts – the most cost-effective program in the industry**
- **Mentoring Program**
- **Record Keeping - we will track your progress for you**
- **Transferable - your enrollment can move with you, from one place of employment to the next**
- **Your enrollment does not expire until you graduate – our commitment to you**

Certification is a mark of excellence that you carry with you everywhere you go. The American Bus Association (ABA) created the Certified Travel Industry Specialist (CTIS) Program to provide an opportunity for members of our industry to gain practical business and industry-specific knowledge to build a strong business reputation for the industry. These continuing education programs were created exclusively for the motorcoach and group travel industry and extend the benefits of professional education past our industry shows and into your business.

ABA believes in the value of professional certification and the creation of programs that are industry specific, relevant, and flexible. To this end, ABA has partnered with Indiana University-Purdue University Indianapolis (IUPUI). The CTIS correspondence courses are administered by IUPUI's highly acclaimed professional staff. These rigorous, demanding but essential courses, designed exclusively for the motorcoach and group tour industry, introduce you to new concepts in the industry and expand your professional and personal skills.



The CTIS education program is THE standard in the tourism industry. Being a CTIS graduate definitely sets me apart from my colleagues and strengthens my commitment to the motorcoach and group travel industry. CTIS has helped me better understand and serve our guests year after year.

*Michelle Jennings, CTIS
Longwood Gardens
CTIS Committee Chair*

WWW.BUSES.ORG/CTIS

YOUR INVESTMENT

One time ABA Enrollment Fee:

\$125 ABA Member | \$175 Non-ABA Member

Course Fee includes all of the materials for the IUPUI courses:

\$252 ABA Member per course | \$267.75 Non ABA Member per course

Total Fee for CTIS program for ABA Members in 2010:

- \$125 Enrollment
 - \$252 for Customer Service
 - \$252 for Promoting Your Business
 - \$252 for Business Grammar and Writing
 - \$252 for Elective 1
 - \$252 for Elective 2
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- \$1385 Total Investment

ENROLLMENT DISCOUNTS

\$50 Discount on the enrollment fee for the program if enrolled by Feb. 28, 2010.

20% Discount when you register for five IUPUI 2010 courses by Feb. 15, 2010.

10% Discount when you register 30 days prior to the IUPUI course start date.

YOUR RETURN

Whether you are an individual looking to enhance your group travel expertise or an employer looking to hire the best, the professional certification programs of the American Bus Association can help you achieve your goals. Certification represents a widely-respected stamp of approval for the highest quality skill levels. Designations help define career paths and help identify the most desirable professionals in the industry to build business relationships.

FOR INDIVIDUALS	FOR EMPLOYERS
Give yourself a competitive advantage.	Hire employees who are ready to perform.
Set yourself apart.	Influence sales in the group travel market with employees who have achieved this industry specific designation.
BENEFITS OF CERTIFICATION FOR THE INDIVIDUAL	BENEFITS OF CERTIFICATION FOR THE EMPLOYER
Increase your career opportunities and marketability.	Help managers differentiate the most qualified travel professional and attract the brightest candidates/employees.
Enhance your credibility as a travel professional so you can remain competitive and relevant in an industry of continual change.	CTIS Certification increases individual and workgroup productivity levels, which will maximize the value of your workforce.
Assesses your knowledge of the group travel industry.	Retain the best by investing in the professional development of staff with proven returns.
Allows you to earn industry validation for your knowledge.	Leverage the experience of your workforce.

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PROGRAM DETAILS

Certification requires successful completion of two components:

FIVE INDIANA UNIVERSITY PURDUE UNIVERSITY INDIANAPOLIS (IUPUI) CORRESPONDENCE COURSES

As an enrollee, you will complete three required courses and two electives of your choice. All IUPUI registration materials, enrollment forms, and course assignments (including books) will be sent to you from IUPUI. All of the IUPUI courses in the CTIS program are correspondence courses and will be mailed, e-mailed or faxed to the address on the application form.

Required Courses (All Three Courses)

Customer Service
Promoting Your Business
Business Grammar and Writing

Elective Courses (Pick Two of the Four)

Personal Organization and Effectiveness
Sales: Motivation and Skills
Effective Advertising
Using Business Information for Decision Making

EIGHT MARKETPLACE EDUCATION SEMINARS

Seminars may be attended during ABA's annual Marketplace or listened to on purchased CD's of the seminars. You will receive credit for any recorded educational seminar from 1989 through the present Marketplace. If you have not previously completed educational seminars and wish to listen to them, they are available on ABA's website or at Marketplace each year for approximately \$10 each. Credit will be given when seminar evaluations are received by ABA. The seminar credit form is available online under the related resources sections, www.buses.org/ctis.

You may enroll in the program at any time during the year. The CTIS program is designed to be completed within 12 months. However, you may take longer with no additional ABA enrollment fees.

CTIS GRADUATION IS CELEBRATED EACH YEAR AT THE AMERICAN BUS MARKETPLACE.
WWW.BUSES.ORG/CTIS

REQUIRED COURSES

CUSTOMER SERVICE

Course Dates: September 1 - October 30, 2010

Learn to identify and profile your customer base; analyze their environment, develop tools to access that base and learn techniques that can enhance your company's image to your customers. Five operating principles will be reviewed. Through exercises, you'll have an opportunity to take a look at your organization's strengths and weaknesses as well as your own.

PROMOTING YOUR BUSINESS

Course Dates: May 1 - June 30, 2010

Learn how to make your business stand out. This course can help you promote your business with an understanding of the "guerrilla-marketing" concept for large and small businesses. Basic marketing strategies will be developed along with exploration of successful advertising and promotions programs. Learn to create a stronger identity to better position your product or service, and develop a strategy to get the most out of your promotion dollars.

BUSINESS GRAMMAR AND WRITING

Course Dates: July 1 - August 31, 2010

Learn practical tips and techniques for successful business writing. This course provides a basic understanding of grammatical relationships rather than mere memorization of rules. Acquire skills to better target your audience and establish positive communications with your clients. Enhance your writing skills through exercises and letters, applying persuasive, controversial, and routine correspondence styles. Upon completion, you will have a portfolio of assignments for reference to gain greater confidence and proficiency in both your business and personal correspondence.

KNOW HOW TO PLAY THE GAME



ELECTIVE COURSES

PERSONAL ORGANIZATION AND EFFECTIVENESS

Course Dates: March 15 - April 30, 2010

T.S. Eliot is quoted as saying, "We must not cease from exploration. And the end of all our exploring will be to arrive where we began and to know the place for the first time." This course provides the opportunity for you to examine and improve your effectiveness, not only at work tasks, but also as a whole person striving to fulfill your responsibilities as an entrepreneur or employee, a spouse, a friend, a parent, and other life roles. Stephen Covey has described timeless wisdom of the ages in a way that helps you tailor your own life plan for maximum benefit to yourself and others in his book, "The Seven Habits of Highly Effective People". Benefit from this excellent book, and improve your interpersonal skills in your professional environment and personal life.

SALES: MOTIVATION AND SKILLS

Course Dates: March 15 - April 30, 2010

Everyone, regardless of his or her job, helps their company sell a product. This course is designed for sales and non-sales professionals in the group travel industry who want to develop or sharpen their selling skills. Explore what motivates successful salespersons, the dynamics of a sales presentation and the perspective of the customer and learn techniques you can use to enhance customer response from your sales presentation.

ELECTIVE COURSES

EFFECTIVE ADVERTISING

Course Dates: November 1 - December 15, 2010

This course explores the fundamental principles and procedures of advertising. Through exercises and readings, you'll examine the psychology of advertising, yearly programming, image barriers, graphics, layout and copy, publicity and public relations. Whether you're responsible for preparing your company's advertising strategy or want to better understand the basic advertising concepts, this course will provide you with a solid foundation. You'll gain greater confidence in working with ad agencies or providing input to your organization's advertising program.

USING BUSINESS INFORMATION FOR DECISION MAKING

Course Dates: November 1 - December 15, 2010

This course is designed to make business professionals comfortable with using business data to make informed decisions. Learn how financial statements are prepared, how the budgeting process works, how to turn operating plans into dollars and how to use financial data to make decisions. Areas covered include understanding financial statements, preparing revenue and expense budgets, making projections, management analysis and dealing with accounting and financial personnel. Learn to take advantage of the various tools available in any organization to help you plan future activities.

MARKETPLACE SEMINAR CREDITS

After enrollment in the CTIS Program, ABA will research and document the number of educational courses you have earned since 1989 based on educational credit records. To receive credit for a seminar, the CTIS enrollee would have had to attend the entire seminar, complete the on-site evaluation and complete the contact information section.

RECORD KEEPING

All enrollees can check their progress towards graduation at www.buses.org/ctis. Enrollees can view the number of IUPUI courses that they have completed and the number of Marketplace seminars credited towards graduation. All enrollees who have completed or are in the process of completing all IUPUI course credits will be notified before the next graduation ceremony to confirm graduation status.

WWW.BUSES.ORG/CTIS

ENROLLMENT APPLICATION

Complete one application form for each student.

Earning my CTIS designation provided me with an opportunity to strengthen and learn specialized business skills which I put into practical use each day. I appreciate the hard work and efforts of those in the industry completing the program and am proud to have joined the many who proudly wear the CTIS designation.

*Peter J. Pantuso, CTIS
President & CEO
American Bus Association*



ONE TIME ENROLLMENT FEE:

- \$125 ABA Member (\$75 ABA Member thru Feb. 28, 2010 - a savings of \$50)
- \$175 Non-member

Please Type or Print: Enrollment is non-transferable to another person but can transfer with an enrollee to a new employer.

Name _____

Company Address _____

Company _____

E-mail Address _____ Phone Number _____

PAYMENT INFORMATION: Total Amount Due \$_____. Payments are in US Dollars.

- Credit Card Check Enclosed
- Visa
- MasterCard
- American Express

Card Number _____ Expiration Date _____

Print name on card _____

To register for IUPUI courses, download the registration form at www.buses.org/ctis. All IUPUI registration information and fees should be sent directly to IUPUI.

RETURN COMPLETE FORM AND PAYMENT FOR THE APPLICATION FEE TO:

AMERICAN BUS ASSOCIATION

CTIS PROGRAM

700 13TH ST. NW, SUITE 575

WASHINGTON, DC 20005

TEL: 800-283-2877 FAX: 202-898-1575

E-MAIL: MEETINGSDEPT@BUSES.ORG

WEB: WWW.BUSES.ORG/CTIS