



# Leisure Travel Partner Programme Prospectus





# Avocet Travel Management

## Hello and thank you for requesting more information on our fantastic Partner Programme Opportunity ...

The aim of our prospectus is to give you a good initial insight into Avocet ... and provide you more information on how our Partner Programme works.

We have built Avocet over the years on the core values of honesty, integrity and a lot of hard work. Listening to our customers and understanding their specific wants and needs is vital to the ongoing development of our business.

Avocet is a member of the Advantage Travel Partnership which means that we (and our partners) are able to offer the best rates and service there is in travel. Our group buying power is second to none and the tools that Avocet and our partners have are the best there is and these will continue to develop for all of our benefit.

We have created our Partner Programme in response to growing interest from people currently operating in the leisure travel sector. This is not a 'do what we tell you' business model, an important element of the Partner Programme is to allow our Partners the flexibility to operate their business in the most efficient way possible and incorporate the most relevant processes from Avocet within their business system.

Our core objective is to be able to support '**our Partners in growing their own travel businesses**' and allowing them to focus on dealing with '**their customers**' and providing an excellent service.

Some of the really great elements of the Partner Programme are ...

- ◆ Part of one of the largest travel partnerships worldwide
- ◆ All computer equipment and software provided (at no charge)
- ◆ No long term commitment – 3 month notice period
- ◆ No upfront fees – just a £1,000 refundable deposit
- ◆ No ongoing Fees
- ◆ Initial and Ongoing Training
- ◆ Support and Holiday Cover available

We believe that our Partner Programme represents a fantastic opportunity for the right Partners to join us and operate their business under the Avocet brand.

Once you have read through our prospectus please either email or call me and I would love to have a chat with you and answer any questions you may have and maybe arrange for you to come and meet me and the team at our head office in Horley, Surrey.

**Neil Mewes**

**MD and founder**

**Contact us to find out more: T: +44 (0)1737 763 421 E: [enquiries@avocettm.co.uk](mailto:enquiries@avocettm.co.uk)**



# Partner Programme

## The Avocet Partner Programme Opportunity

In response to a growing number of enquiries from colleagues who were impressed with the Avocet business model we decided that creating a Partner Programme is the best way to take our quality brand forward to a larger audience.

Our goal is to continue to grow our business by recruiting likeminded Partners, this is why we are not asking for an upfront fee – it is more important to us that we get the right Partner on-board. Our Partners have no ongoing fees.

- ◆ Commission will be paid by Avocet to our partners the month after the client has paid in full
- ◆ A £1,000 deposit is payable – which will be fully refunded when the computer, other equipment and manuals are returned (in full working order)
- ◆ The contract will be on a 'rolling' basis
- ◆ No long term commitment – either party can terminate the contract with 3 months' notice
- ◆ Avocet will provide our Partners with the computer, screens, keyboard and mouse necessary to operate the business
- ◆ All necessary software will be pre-loaded on the computer prior to it being dispatched to our Partners
- ◆ A dedicated IT support line will be available
- ◆ Access to the Avocet Travel Management Extranet
- ◆ Avocet will provide a telephone number (if required) and email address

**'Avocet has become our one stop solution. The friendly personal service they offer us is backed up by a highly professional approach to our business needs'** *Clive Harris*

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# Partner Programme

## The Role of a Partner Programme

The role of an Avocet Partner Programme will be wide and varied ...

- ◆ Operate your business under the Avocet brand
- ◆ Continue to manage your existing portfolio of travel clients
- ◆ Sourcing new clients
- ◆ Providing excellent 'Customer Service' to all clients
- ◆ Understand our system and incorporate the necessary elements into your business
- ◆ Part of a growing and dynamic team
- ◆ For greater efficiency – use the information on the Avocet extranet

Avocet would like to make it clear that our role is not to generate business for our Partners but to support our Partners in offering their customers the best fares and rates possible and providing a market leading service.

That said being part of the Avocet brand and everything that it represents will undoubtedly help our Partners to win more customers and keep their existing customers happy. The key services that our leisure travel partners will provide include:

- ◆ Package Holidays
- ◆ Long & Short Haul Holidays
- ◆ Cruises
- ◆ Weddings
- ◆ Honeymoons
- ◆ Bespoke Travel
- ◆ Weekend Breaks
- ◆ Club, Group & Societies Travel
- ◆ Air Travel
- ◆ Rail Travel
- ◆ Hotel reservations
- ◆ Visa and Passport Services
- ◆ Car hire, transfers and parking
- ◆ Concierge services

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# Partner Programme

The key elements of Avocet Partner Programme Package are as follows:

- ◆ Operate under the Avocet brand
- ◆ Business Guidance Manuals
- ◆ Computer equipment & software
- ◆ Initial Training
- ◆ Ongoing Support
- ◆ Marketing Materials (Templates)
- ◆ Profile on the Avocet Website



There is no upfront fee to join our Partner Programme, all that is required is a £1,000 deposit which is fully refundable\* once the agreement terminates.

*\* The deposit is refundable under certain conditions, such as the return of the computer equipment; these conditions will be clarified at the next stage.*

**'Our company has used Avocet for the last 8 years. They offer an exceptional professional service and go out of their way to assist our complex travel needs. We would have no hesitation recommending them to others.'**

***Kathy Rowe***

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# Partner Programme

## Avocet Vision

“To best understand our customers and provide a consistent high quality of custom-made service through our Partner Programme and in all our offices worldwide to generate and maintain customer loyalty and trust”

## Avocet Core Values

- ◆ Integrity
- ◆ Building Quality Relationships
- ◆ Industry Compliance
- ◆ Knowledge
- ◆ Corporate Social Responsibility



‘Avocet’s flexibility is very important. When I have had delays or cancellations, alternatives were found very quickly. This type of service provides a lot of peace of mind.’

*Zeb Viana*

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# Training and Support

## Initial Training Programme

We have structured a training programme covering all the necessary aspects of the business. Training, support and assistance are provided in the following areas:

- ◆ Overview of the Avocet business processes, including training on the computer systems and software – this training will take place at Avocet head office in Surrey
- ◆ On the Job Training at our Partner's office – to help set-up computer system
- ◆ Client visits – we can visit potential clients with our Partners

## Ongoing Support Programme

An overview of the key areas of support that Avocet provides is outlined below ...

- ◆ Holiday Cover
- ◆ IT Support
- ◆ Avocet Extranet
- ◆ Continuous development of Avocet Business Model
- ◆ Ongoing training & support
- ◆ Development of Avocet website, extranet & systems



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# Ideal Partner

**Avocet is looking for the right candidates to join our Partner Programme. Below are some of the features we are looking for in our Partners.**

- ◆ Minimum of 5 years' experience in the Travel Industry
- ◆ An existing portfolio of customers
- ◆ Honest, reliable and trustworthy
- ◆ A strong work ethic
- ◆ Resourceful and the ability think creatively on their feet
- ◆ Solve problems and provide solutions, that initially may not be obvious
- ◆ The ability to work independently
- ◆ Good communication and Customer Service skills
- ◆ Has excellent organisational skills
- ◆ Is able to work effectively with other Partners and the Avocet Head Office Team
- ◆ Has the necessary drive and focus to successfully set-up and operate as a Partner

**'Avocet is always extremely helpful,  
accommodating and friendly and  
nothing is too much trouble'  
*Natasha Dempsey***

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# What happens next?

Once you have read through our prospectus we would love to have the opportunity to talk with you further about our exciting opportunity and answer any questions that you may have ...

Once you have contacted us, we will have an initial discussion to further explain the Partner Programme opportunity and find out more about you and your background.

Then we will arrange for you to come over to our Head Office in Horley, Surrey and meet Neil and the team, the plan would be to take you through the whole business model and how Avocet operates so you can see the type of business that you are considering joining.

Please contact Neil Mewes on

Office – 01737-763421 or Mobile – 07587-186933

Alternatively you can email us at – [neil@avocettm.co.uk](mailto:neil@avocettm.co.uk)

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