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## TRAVEL PROFESSIONAL INTERVIEWS

## Leneiva Head

## Travel Professional Interviews

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Carol Dyck  
(https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/carol-dyck)

Cheryl Mitchell  
(https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/cheryl-mitchell)

Dawn Ogden  
(https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/dawn-ogden)

Deborah Fogarty  
(https://cruising.org/travel-agent-center/become-a-



## Leneiva Head Independent Travel Agent Antioch, TN

### Describe your career as a travel agent. How long have you been in the business? What attracted you to it?

My career as a travel agent is exciting! It includes cruise and land travel. I enjoy helping my clients with their travel plans. I've been in the travel industry for a year. I've spent a significant amount of time taking classes in an effort to prepare myself to provide the best service available to my clients. I've enjoyed traveling and exploring other countries ever since I was a child. Prior to becoming a travel agent, I often helped my friends make travel arrangements. The next logical step was to position myself to be compensated for the services that I was providing and I'm thrilled to be part of the journey!

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professional-  
interviews/deborah-  
fogarty)

Deidre Lynn Harmon  
(<https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/deidre-lynn-harmon>)

Drew Daly  
(<https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/drew-daly>)

Eddie Diaz  
(<https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/eddie-diaz>)

Ferne Sapp  
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Gary E Smith  
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Jason Coleman  
(<https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/jason-coleman>)

Jeannie Lippard  
(<https://cruising.org/travel-agent-center/become-a-member/travel->

## What is your approach to serving clients?

I approach serving my clients with enthusiasm. I believe that the best way to serve my clients is by taking the time to get to know them. Knowing the key elements of who they are, where they are in life, and what they enjoy is critical to providing quality service. For example, one of the questions on my checklist asks what inspired them to choose a certain destination. I also determine whether my client is adventurous or more laid back. Without taking time to listen to and get to know your client, you risk missing a key ingredient when preparing the ultimate travel experience for them. When a key ingredient is missed, it changes the entire product, which can result in a dissatisfied client.

## What is your biggest challenge when selling cruises and how do you overcome it?

My biggest challenge when selling cruises is working with people who are afraid of being caught in the ocean during a hurricane. That challenge is tied with clients who have a fear of flying. I have been successful in easing their fears by explaining that the cruise lines are state of the art and monitor the weather conditions. I help them understand that the cruise lines will change the route of the ship when necessary for safety purposes. With regard to client's fears of flying, I share the various port locations that they can drive to based on where they're located. Once they realize that not all cruises originate in Florida, everything changes.

## What has been a career highlight, thus far?

My career highlight thus far has been planning a group cruise during Breast Cancer Awareness month to celebrate survivors. I lost a dear friend to breast cancer several years ago. We thought she won the fight but it came back in her liver. Her battle ended on February 14th. My aunt fought the battle and won more than twenty-five years ago. I was the finance chair for a faith-based cancer walk hosted by a mega church. It was a lot of fun; however, my desire is to have an annual event that celebrates, educates, and gives people something to look forward to. We will donate, educate, and celebrate!

## How has your CLIA membership and certification helped you as a cruise travel retailer?

My CLIA membership and certification has helped because it not only shows potential clients that I've taken the steps to provide quality service by taking the time to participate in cruise travel education, it keeps me on the cutting edge. This allows me to better meet my clients' needs and help them overcome challenges. Knowledge is power and without it I would be ill equipped to ensure that my clients have a great experience. CLIA membership and certification provide access to cruise ship and client statistics that help me determine who to market to, how best to do so, and how to respond to the concerns of my clients.

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Jen Cron  
(<https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/jen-cron>)

John Chernesky  
(<https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/john-chesnesky>)

Joni Cohen  
(<https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/joni-cohen>)

Joyce Hosier  
(<https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/joyce-hosier>)

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Linda Rainey  
(<https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/linda-rainey>)

Lucinda Belden  
(<https://cruising.org/travel-agent-center/become-a-member/travel-professional-interviews/lucinda-belden>)

## **What consumer trends are you seeing in cruise sales?**

I'm noticing an increase in cruise sales versus land travel package sales. As consumers become more aware of what cruise travel has to offer, they seem more drawn to the one stop shop concept that cruising offers. The younger generation appreciates the opportunity to plan ahead, which allows them to stretch the expense of their cruise out over time. As a result, despite their income level(s), they too can experience the joy of taking a cruise. In my experience, going back to helping others before I became a travel agent, most of the cruises I set up were for retirees or more established adults/families. That is no longer the case. Everyone is enjoying the cruise life.

## **Now for a little fun... if you were working as a crewmember aboard a cruise ship and you could have any job you want, what would it be?**

If I could have any position on a cruise ship, I would work on the Entertainment team. This position would allow me to help with planning and executing some of the most amazing experiences aboard the ship, like Cirque du Soleil, some of the great comedians, or an amazing magician. These would be in addition to other activities to keep the guests entertained every minute of the day. While cruise lines have added some amazing new "playgrounds" to their ships, I would plan activities designed to ensure that those not physically prepared to participate in the more challenging activities can still have an amazing experience.