

# Graduate

## TO BIGGER SALES

Holland America Line Academy is our interactive training program designed with useful, practical tips to help you expand and grow your premium cruise business. Each of the four Core Courses and 12 Specialist Courses will provide you with the content and expertise needed to better sell Holland America Line cruises to your clients. By earning your Holland America Line Academy certification, you'll have proven your commitment to nurturing your professional development as a cruise industry insider.

### WHAT ARE THE CORE & SPECIALIST COURSES?

#### Core Courses

- The Holland America Line Difference
- Selling Groups
- Destinations & Itinerary Planning
- Secrets of Sales Success

#### Specialist Courses

- Alaska & the Yukon
- Caribbean
- Panama Canal
- Asia
- Mediterranean
- Mexico
- Grand Voyages
- Hawaii
- Northern Europe
- South America & Antarctica
- Australia, New Zealand & the South Pacific
- Canada & New England



Visit [OneSourceCruises.com](https://www.hollandamericacruises.com) to access Holland America Line Academy today!

Please contact us at 1-800-544-0443, option 4, or [Sales@HollandAmerica.com](mailto:Sales@HollandAmerica.com) for more information.

**PARTNERSHIPS**<sup>®</sup>



Visit [OneSourceCruises.com](https://www.hollandamericacruises.com) for Helpful Tools, Training & Resources



Holland America

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Holland America Line  
ACADEMY



### PROGRAM FEATURES

- How to master sales techniques in the office, on the web and on the phone
- How to focus your marketing efforts on your most valuable potential clients by better understanding them
- The many details that make Holland America Line unique and what sets us apart from other cruise lines
- More about the destinations to which we sail
- The support for sales efforts available from Holland America Line

### WHAT TRAINING REWARDS DO YOU OFFER?

- Travel advisors who book a cruise after completing all four Core Courses will receive US\$50 Onboard Credit
- Travel advisors who complete all four Core Courses will earn 10 CLIA credits toward their ACC or MCC accreditation *plus* an extra three credits for each completed Specialist Course
- Canadian travel advisors who complete all four Core Courses will earn 12 credits toward their ACTA (Association of Canadian Travel Agencies) accreditation *plus* an extra four credits for each completed Specialist Course
- Agency owners earn rewards equal to the highest level achieved by their agency



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