

## **The NEW Sales Call – Magellan360 Launches Agent Education Program:**

### **Brown Bag Lunch Program Dynamically Connects Suppliers and Sellers**

**February 15, 2006 - Glen Ellyn, Illinois** - Home-based agents are the fastest growing sales sector of the travel industry and suppliers continue to try new ways to reach this audience. To address this need Magellan360 has just completed the test phase and are ready to announce a new format for discussion – the Magellan360 Brown Bag Lunch Program, a web-based demonstration and discussion with a travel supplier invited by Magellan360 to speak to small groups of Magellan affiliates.

“I’ve attended every Brown Bag that has been offered and I think it is a great way to connect both with suppliers and with peers,” said Lisa Mazzacane, Magellan360 affiliate and owner of Just Girl Trips. “This allows a dialogue that gets questions answered and gets conversation started that can lead to real understanding and real sales.”

“I’ve worked with many home-based agents, but this was the first time I was able to demonstrate from my Web site,” said Bonnie O’Neil, district sales manager for TravelSafe insurance. “I cover a large Midwestern territory and 25% of my 50 top producing accounts are home-based. Meeting new and potential clients in forums such as Magellan360’s Brown Bag program has helped me connect with interested, motivated sellers.”

“We’ve created a forum that takes virtual meetings from being a one-sided demonstration to a more dynamic, more memorable conversation,” said Scott Ahlsmith, CTC, President and CEO of Magellan Travel Technologies. “We know that selling travel is about selling experiences, so we’ve taken that one step further to make sourcing travel also about experiences. Our affiliates can then choose their suppliers based on their interests and local market needs.”

Other suppliers that have already participated in the program are Sharon Ulrick, vice president of business development for Spaquest.com and Magellan360 President Scott Ahlsmith. Future Brown Bag lunches are open to all Magellan360 affiliates and take place twice a month. The meetings are provided free of charge and require reservations. Attendance is limited to 10 participants per session to facilitate information exchange and multiple sessions are scheduled to accommodate demand.

### **About Magellan Travel Group:**

Magellan Travel Group serves the needs of travel professions in three ways:

- Magellan360 provides home-based agent support including ticket processing and fulfillment

- Magellan Travel Technologies offers the latest in technology solutions such as the Magellan Cruise Navigator, and
- eSmart Communications Marketing services includes travel agency branding solutions such as the newly released “You! The Brand” package.

More information about Magellan360 is available by calling (800) 360-6208 or by visiting [www.magellan360.com](http://www.magellan360.com).

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