

**Q: What are the benefits of earning the CTC designation?**

A: The CTC program teaches owners and managers how to analyze new business opportunities, develop marketing strategies, and negotiate. You will increase your knowledge, grow your business and earn widely-recognized industry credentials.

**Q. How is CTC different from CTIE?**

A. The CTC program is designed for senior sales counselors and managers in a business-to-consumer role. The CTIE certification is intended for business-to-business travel professionals in all segments of the industry, including individuals in leadership roles, and mid to upper-level management.

**Q: Will the CTC designation help me increase sales?**

A: It's a fact! According to *Travel Professional* magazine's Annual Salary & Compensation Survey, CTCs earn more and sell more than non-CTCs.

**Q: What are the components of the CTC program?**

A: The CTC consists of the following ten courses, Business Planning; Financial Planning; Marketing Strategies; Negotiating; Managing Change; Managing Conflict; Risk Management; Goal Setting and Motivation; Cultural Diversity; Making Presentations. Candidates must also submit a White Paper.

**Q. What are the criteria for successful completion of the White Paper? May I choose my own topic?**

A. The Travel Institute provides scenario-based white paper topics to choose from. Alternate topics may be submitted to The Travel Institute for consideration. For more information about the white paper criteria, visit [http://www.thetravelinstitute.com/pdf/CTIE\\_WhitePapers.pdf](http://www.thetravelinstitute.com/pdf/CTIE_WhitePapers.pdf).

**Q: How long is the CTC program?**

A. The CTC program can be completed in 6 months, however candidates have 18 months to complete the program, take the test and submit the White Paper.

**Q: What is the format of the CTC test?**

A: The test is three hours long, and 10 short essay questions worth 10 points each. The test can be taken online, but it needs to be proctored. (a proctor is a professional person within their industry that is not related to you. i.e teacher, librarian, manager.)

**Q: Is there any help available if I have questions?**

A: In addition to the Study Guide, once you enroll in the program, you will start to receive an electronic Study Buddy that will give you tips and ideas on how to study. You also have FREE access to the CTC online reviews presented by a Travel Institute facilitator.

**Q: Can candidates choose to just take the CTC test and write the White Paper and earn their certification?**

A: Yes. Candidates can now choose to take the CTC test and write the White Paper and if they pass, earn the CTC designation as long as they meet the 5-year experience requirement. The test only price is \$595 (members save 10%). This option also allows the candidate to purchase any individual modules to help prepare for the test. However, should candidates want just 3-4 additional courses to help prepare for the test it is more cost-effective to purchase the complete program.

