

Askari Safari Alumni Referral Program



Our greatest sales agents are our former clients, with a whopping 92% referral rate, word of mouth is our best marketing strategy!

So we want to reward our fantastic clients and believe we may be one of the only safari Agencies to have a program like this!

Many of our clients have already repeated their first safari adventure with us, you know it already, safaris are addicting and life changing experiences. Each new trip brings new surprises and there are



so many diverse destinations, we want to help you return.

We would love you to **consciously become our Ambassadors**, the program is quite simple. You talk about your adventure far and wide, people are curious and there is no doubt in our minds that most people have completely the wrong perspective of what a safari costs, what the weather is like, what the camps and food are like and what an absolute joy and incredible learning adventure a safari is. Family, friends, work colleagues, even complete strangers, they are all game so long as you know their names!

If you remember filling out your questionnaire, you would have seen a question asking you 'where did you hear about us? That's our cue to reach out to you and say thanks, we are working with a person and you referred them to us, and if we successfully manage to book that persons safari we

will have great news for you. Similarly if someone picks up the phone and calls us or emails us direct, the first question we ask is still the same.

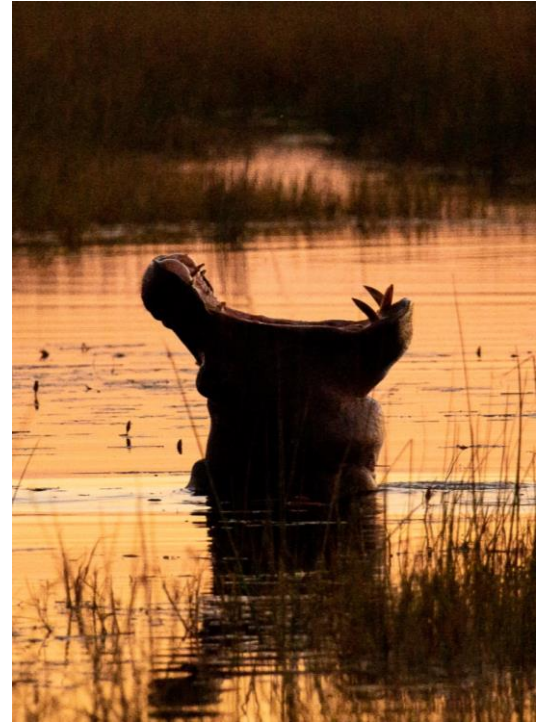
Bookings

If a new client books with us you will have the following options

*We will reduce the cost of your next safari, based on each client that you refer, we will take 2% of the gross safari figure and put that towards your next adventure. For example- 'Bill' refers his friend 'Joe' to us. 'Joe' and his wife book a ten day adventure at \$5,000 per person. We apply \$200 towards 'Bills' next safari. Doesn't seem like much? Imagine a a group of ten, there's your airfare paid for!

*We also offer clients the chance to donate their commission to one of our preferred charities if they don't believe that they will return.

*If Joe returns on a second trip, third trip, fourth trip the name on the referral sheet is Bill's and he gets the reward.



Useful Tips

- First timers are nervous, try and get a group to join you on your next adventure, if they are going with an 'old hand' they are much more likely to commit.
- A picture paints a thousand words, display a photo from your safari in your office or home, it will become a talking point.
- Keep the info simple, the majority of people think safaris are the realm of the super- rich, as you know we totally customize our adventures, safaris can be from \$2,000- \$20,000
- Keep a few of your best photos on your mobile phone
- Wear your Askari Merch! It's amazing how many people will stop you and ask where you have been.
- If you had a super exciting close encounter, make sure you downplay any danger aspect (real or imagined), elaborate the fact that you were with highly trained guides at all times

