



What the word
DISNEY means to us!

- 1 MAGIC
- 2 DREAMS
- 3 HONOR
- 4 RESPECT
- 5 LEGACY
- 6 PRIDE
- 7 HISTORY
- 8 BELIEF
- 9 IMAGINATION
- 10 FAMILY

Contact Information:

Main Agency Number

(407)-507-6973

My Personal Cell (407)-433-7557

Agency Fax (407)-507-6974

My Email

belinda@mouseearmagic.com

Training Manual

Welcome to the Mouse Ear Magic Travel Family!

Where you create fairytales!

We are so very excited to welcome you aboard. You are about to embark on a magical journey where you will become trained to be a Disney Specialist and make fairytales for people around the world come true, welcome!

Disney Travel Agent Site



You are a DISNEY TRAVEL SPECIALIST!

Step 1- You will begin by going to www.disneytravelagents.com. Here you will register so you are recognized in the system.

Step 2 – Once you register, you will need to click on the Disney Tools area and begin your journey taking the Disney College of Disney Knowledge course.

Once you complete the full College of Disney Knowledge, you will GRADUATE! This is where the fun begins. You will receive a special graduation kit in the mail to commemorate your special victory!

REMEMBER – The Disney Travel Agent site is always updating your ability to further your Disney Knowledge. They will offer updates on training for their select Disney destinations so it is a good idea to always check the site to stay up to date and on top of new information and training.

What YOU do on the Disney Travel Agent Website

This is your go to for business.

We refer to this as your key to the world. It is your portal in how and where you will handle business. On www.disneytravelagents.com you will:

BOOK CLIENT VACATIONS – YOU CAN DO THIS ON THE SITE OR CALL THE DISNEY TRAVEL AGENT LINE.

VIEW ANY OFFERS/PROMOTIONS THAT ARE CURRENTLY AVAILABLE

YOU CAN ORDER COLLATERAL SUCH AS FLYERS, PLANNING BOOKS AND TOOLS AND EVEN SEND OUT PROMOTIONAL EMAILS TO POTENTIAL CLIENTS

EVERYTHING THAT YOU ORDER FROM THE COLLATERAL STORE IS FREE TO YOU!

ORDER PERSONALIZED FLYERS ETC!



Transfers

If you happen to have a Potential Client that has already booked their Disney reservation directly through Disney and they would like to use your services, they may transfer their reservation to you. *Their reservation must NOT be paid in full and it must have been booked NO more than 30 days ago. If booking has taken place more than 30 days ago, they will not be able to transfer their reservation. A good way to get a transfer is to offer an incentive ex; A Disney gift card. You will need to visit our agent log in site to obtain the transfer form. Once your Client fills this out and signs it, you can FAX IT to Disney at 407-938-4115. I am happy to do this for you if you do not have a fax machine. You must scan the document into your computer and send it to me via email. It will take a few days for Disney to update the transfer in the system and receive a booking confirmation. The same commission applies for transfers as well.

For Disney Cruise Line Transfers the fax number is 407-566-7739.

You have booked a vacation: WHAT TO DO!

Congratulations! You have just made a booking. The next thing is what to do once you do make a booking for a Client. This is VERY IMPORTANT!

Once you have booked a vacation, you will need to go to our agent login at

www.mouseearmagic.com at the very bottom of the home page. Click the link that says agent login. This will be your portal and is very vital in the booking process. You will need to fill out the booking form for the vacation destination that your booking applies to.

***It is very important to please fill out the form within 48 hours of the booking.** This is a must do! If this is not done, we will not have any of your Client information and will **NOT** be able to send out their travel documents or pay out your commission to you so please try to get this in within the 48 hour time frame. Once you fill out the form, I will receive notification of all information you have entered. This allows me to log your commission along with your bookings into our system.

***DO NOT LEAVE ANYTHING BLANK** Make sure when you fill out the forms to not leave anything blank. All forms must be completed in their entirety so make sure you have all of the information ready when filling out.

Making Booking Changes

When you need to make a change to a booking, you will follow the same procedure as when you do an initial booking. Go to the agent login and fill out the change form with all of the new and correct information. You must do this when you make any change to a reservation. This notifies me of the change so that we can update it in your profile for Client purposes and also keeps our records along with your commission etc. correct and current.

TICKETS AND MORE!

You will find a ton of forms on the agent log in page; from ticket only forms to transfer forms, modification forms, all booking forms and more. Get familiar with each one so you can become more comfortable in using the system.

***You must also fill out a form for ticket only and room only bookings. Use the WDW booking form and just type which applies in the package line!**

SPECIAL EVENT TICKETS

Special event tickets such as MVMCP or MNSSHP need to either be sent directly to the Client OR have it set up to pick up at WILL CALL when they arrive. When purchasing these tickets for them, you will even have the option to do an E-Ticket. Just make sure that the tickets either go directly to the Client's home (usually a small extra fee they will have to pay upon purchase) or have them to be picked up at the resort or via a printable E-Ticket.

*This may differ a bit once the Magic Bands are fully rolled out. I will update you if there are any additional changes to this process.

BOOKING DISNEYLAND

When booking a Disneyland Resort vacation, make sure to call the Disney Travel Agent Line (press for Disneyland) Tell them you want the documents sent **DIRECTLY to the CLIENT.** *This is a must do! So don't forget, anytime you book DL, call and make sure they put in the system to have the documents sent to them and not to me.

**Social Media, Blogs,
Website, Etc.**

As a part of Mouse Ear Magic Travel, we want you to succeed in all you do as a Disney Specialist with our agency. We strongly suggest and encourage you to branch out and take advantage of social media such as Facebook, Twitter, or even a blog. This is a GREAT way to advertise and get the word out that you are a Disney Travel Specialist for Mouse Ear Magic Travel and it will help your business grow.*Per the Policies and Procedures, you must be active in social media with MEM.

REMEMBER: When doing your website, we can't stress enough how strict and important it is to follow guidelines and copyright law. All websites must be approved by Disney. You must also contact me first. We strongly advise against websites due to very strict guidelines. Disney must approve it and the agency can be accounted for.



BUSINESS CARDS

Business cards are a great way to also get your name out there. A great site that we use is www.vistaprint.com they have all kinds of marketing material that you can buy. On our website via the agent log in page, you will find logos for Mouse Ear Magic Travel that you

are welcome to use. When putting your name on your business card, you can title yourself as a **Disney Travel Specialist**. For example: you can put Mouse Ear Magic by Belinda and underneath your name you can put your title.

YOUR TITLE, BUSINESS CARD TITLE, LOGO'S ETC.

We strongly advise that you use the name and entitlement of:

Mouse Ear Magic by _____.

For example: You could use

Mouse Ear Magic by Belinda Harvey

"Specializing in Disney Vacations"

I am happy to give you a logo with your name on it stating Mouse Ear Magic Travel by _____. Along with a banner for your FB page ☺ **The ONLY way YOU are covered under our company insurance is if you do business as Mouse Ear Magic by _____. We DO NOT ALLOW WEBSITES. You may link to the agency website etc. and use the quote format provided. Please contact me with any questions.**

DISNEY CRUISE LINE

When booking a Disney Cruise, this is done pretty much the same way as WDW or DL. You will call the Disney Travel Agent Line and press the option for DCL. You will give them our agency number and verify yourself. You will do this anytime you call. You will then follow the same procedure of logging into our agency website and fill out the appropriate form for DCL whether it be a booking, modification, cancellation, etc. **Please also do this within 48 hours.**

LOGIN & AGENCY INFO

Disclosure: This entire manual is watermarked, copyrighted and property of Mouse Ear Magic Travel LLC. No part of this material may be copied to be shared with or for use of another agency. Violation may be subject to and punishable by law. This is for your personal use only.

AGENCY NUMBER

99912746

(You will enter this number anytime you call Disney) This is also the number you will use to when creating your profile in the Disney Travel Agent Site. It will ask for the Agency number.

AGENT LOGIN – OUR WEBSITE

mickey

You will find the log in on our site at www.mouseearmagic.com on the bottom right corner of the home page in the footer.

AGENCY ADDRESS:

**8413 MEER WAY #204
KISSIMMEE, FL 34747**

NON – DISNEY DESTINATION TRAVEL BOOKINGS

Currently we are Disney Destination Travel only. In the future, we may or may not be adding 2 other Non-Disney

destinations .If we do update and add these to our agency, we will notify you all of the details, how to book, etc. and what they are. *This is not guaranteed as our sole purpose is DISNEY.

REMEMBER Our agency “Specialty” and **forefront is DISNEY!** This agency

was built and founded on a Disney vision and we will always keep and put Disney first in terms of promoting etc. Disney destinations are and will always be our main goal, vision and priority.

IMPORTANT PHONE NUMBERS

**Our District Sales Manager
Christina Bentug**

Disneyland Fax Transfers 1-818-260-8672

**Disney Travel Agent Line
1-800-327-2996**

***Remember when calling, you must give our Agency number found in the blue box on page 3 of this manual under login info.**

**Disney Fax Line
1-407-938-4115
This is for faxing transfers**

**Disney Cruise Line Fax
1-407-566-7739**

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Taking Payments

As a Disney Travel Specialist, you ARE responsible for taking all payments for your Clients. They are not allowed or able to make payments themselves through Disney directly. They must make the payments through you via credit card.

I do not recommend having them give you their credit card information via email, this is for security purposes and remember you are responsible and held liable. I would suggest that you handle all payment transactions over the phone with your Clients; not only is this more secure but you want to build a relationship and trust with your Clients.

We do need their CC number to book and hold all of a Clients table service reservations so when you keep these written down in your files, be sure to keep them secure as you don't want to be liable for any errors etc.

Always remember safety and protection of the Clients first!

Personal Checks

*If your Client wants to mail a check, they can send the check to you directly and then you can send it to Disney. Call the DTA line for information. I always talk the Client out of a personal check. This takes Disney a long time to process because it will not be applied until it clears. I advise them to visit a local Walmart and have them purchase and load a pre-paid Visa card. It works just like a credit card and there is no wait.

Promotions

I can't stress enough the importance of keeping up to date with current promotions that Disney offers. You will want to visit the DTA site often and click on the current offers tab to make sure that you don't already have a booked Client that can take advantage of a promotion. *The last thing you want is a Client checking into a resort to find out they were eligible for a promotion that was out and you didn't apply it. This means that you could have saved them money. Remember, you the Agent of theirs will be responsible so do your best to stay on top of giving your Client 110% each and every time.

*Disney Destinations will send out emails to all of us when a promotion comes out. Those will go to the email address you supplied in the DTA site when you registered.

The Agent log in Page on our website!

I am continuously working on and adding links on the main agent page for you all to use and take advantage of. Be sure to visit the agent page frequently.

You will find things like park map links, packing list, phone number list etc. All things that are beneficial to you to use for yourself and things that you may save, print out and customize for your Clients.

If you can think of anything that you would like to see that will help you in away way, please do not hesitate to let me know and I will do all that I can to put it together and make it possible for you.

We are a team and I want to do all that I can to help and support you.

Be sure to utilize the Walt Disney World Agent line!

We will have our secret Facebook Page group where all of us can come together as a Team and you can post any questions or help you might need. It is also a great place to share ideas etc. in terms of helping each other grow together.

There are times that I myself or other Agents might not be available to answer your posted question until later or even the next day. If you need help immediately and I am not available, please take FULL ADVANTAGE of the Walt Disney World Agent Line. You can call them at any time during their business hours and they will be more than happy to assist you IF you have a booking question, problem etc.

**Feel free to call or email me anytime at my number listed on page 1 😊
If I am not available, I will reply or call you back as soon as I can.**

Knowledge is Power! Do all that you can to help yourself and to learn and together we will all make magic!



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