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**What is your biggest strength? What would people come and buy from you? How can you contribute to others the most? How to make a profit from your strength?**

It is a bit difficult to think of a strength which I could consider the biggest, or big, however, at this point in time, I could probably sell my customer service skills in combination with a few values and the market knowledge. Basically, this would make me a consultant. Now, my challenge is to narrow down to that one industry, from a few which I have in mind, where I would like to exercise my strength.

The customer service skills are a strength which is half coming naturally from my genuine interest in people, but the most important part of it has been learned during years of experience. I have been lucky to learn from strong high standard brands, an international airline, a technology giant and several travel companies. Later, during the years of professional self-reflections, I thought it would be good to focus on these skills and combine them with something else, sort of a hybrid, and see what I can do with them.

Leaving aside my varied professional background, I have two passions - travel and aviation - and I am still at the crossroads to decide which ones I shall choose to focus my time and efforts on, because both require having specific technical expertise. In my youth, while still in doubt which career path I would have liked to go, I, nevertheless, have taken the time to get relevant higher education, as well as acquired professional experience in both fields, the tourism and aviation management. But going into more detail, in the aviation market, I am still learning. Maybe, with time, I would be a good expert in this field. The good part is that this is such a niche market, that I won't need a lot of time to become good at it. Also, I am surrounded by the relevant tools and resources, a lot of support and appreciation, and these things are motivating me to excel, ask questions, challenge the status quos and acquire an important network. I am actually quite excited to see what will the next years become in this area for me. So, the environment is promising and it is also a field which is profitable if I had to work independently, and rewarding if I had to work for somebody else. I also like the industry as such, the way it has formed itself, the rules which are being build around it and the fact that most of the people who work in aviation are genuinely passionate and interested about it. I do believe that it really helps to be good at what you do if you like what your job. So I would like to continue on this path.

Now, thinking of a more mature strength, a so-to-say ready to go asset, I would consider applying the customer service skills to my knowledge in the travel field. Going into detail, my focus is on the specific niche market, namely the tailor-made holidays. And since this is also a passion, I always go the extra mile for my customers. I have tried myself in this area, I

liked what I did, while working for other companies, customers were happy and this was the biggest motivation to want to do more of it and try to become an independent travel consultant.

The way I could contribute the most to the others and also make a profit, it to find my specialization in the travel world. Finding the niche and designing an efficient business model was critical, to survive in the massive ocean of travel suppliers and providers. This is a large market, with a lot of mature competition, large-scale companies and a gigantesque resource called the internet, which allows everyone to become their own travel consultant, if they have the time to do it.

This, however, does not eliminate the need of the profession of a travel consultant as such, especially when it comes to specific destination knowledge, time pressure, quality holidays, special occasions and experiences, as well as having someone to take away all the logistical burden of i.e. going somewhere for the first time, with small kids, in a high season, and so many other specifics of this or that family ready to pay someone to arrange their holidays and have it all sorted for them by someone else fast. I saw myself doing that. I also learned that customers in this market appreciate honesty, transparency, friendliness and patience. These values complement my strength and I package them up with my customer service skills and my market knowledge.

P.S. I was selling this strength before covid, but now, while waiting I am focusing on the aviation market. Despite what it might seemed, some areas of this industry did not stop with covid and we have had a lot of work.