



LODGING

course offerings

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Intro to Hospitality

Courses listed below are developed specifically for a new hospitality professional.

INTRO TO HOSPITALITY	COURSE DESCRIPTION
Welcome to the Hotel World	<i>One of the major segments of the hospitality industry is Lodging. This course will discuss the various lodging types, the categories, and the tiers and accreditation of hotels. We will also review the organizational structure of hotels, including the different departments and the roles and responsibilities of the staff within a hotel.</i>
Hospitality 101	<i>In this course, you will be introduced to the Hospitality Industry. You'll learn about the exciting aspects of the industry, its various facets and the resources needed to be successful.</i>
Hotel Sales 101	<i>Within a hotel, there are many departments and various roles within each. One of the lesser known is the Sales & Marketing Department. This course will dive into the various roles within a hotel Sales & Marketing Department, an overview of their responsibilities and day-to-day as well as the types of characteristics that are successful in those roles.</i>
Hotel Operations 101	<i>There are many departments within a hotel and various roles within each. These can include the Front of the House and the Back of the House and each are responsible for keeping the hotel operational. This course will examine the roles and responsibility of those departments and how they work together as well as review common career paths.</i>



Business Travel Sales

Courses listed below are developed specifically for a Business Travel Sales Professional and customized to their role and responsibility

FUNDAMENTALS SKILLS	COURSE DESCRIPTION
Role Overview	<i>To understand the role of the business travel salesperson to the hotel and the client.*</i>
Building Rapport	<i>To understand the purpose, tools and importance of building rapport with clients before, during and after their meeting.</i>
Qualifying Needs	<i>Learn to fully understand the client's objectives and hidden objections.</i>
Presenting Solutions	<i>It's not about the pitch, but rather how to provide solutions to the client's needs.</i>
Overcoming Objections	<i>Learn how to overcome obstacles and challenges in the sales process.</i>
Closing Techniques	<i>Learn how to close the sale effectively.</i>

PROSPECTING	COURSE DESCRIPTION
Goal Planning*	<i>To understand how goals are determined and how to ensure you make yours.</i>
Account Planning*	<i>To create a plan with the client to ensure all potential business is won in the future.</i>
Pre-Call Planning	<i>To understand how to improve your preparation and reduce your overall effort.*</i>
Making the Call	<i>Learn how to prospect, leave a message and prepare for the call back.</i>
Business Development*	<i>Understand the process and skills used to identify, nurture, and acquire new clients and business opportunities to drive growth and profitability.</i>
Social Selling*	<i>In this course you will learn the fundamentals of social selling and how to use this key sales strategy to target and engage more customers to fill your lead pipeline.</i>



Business Travel Sales

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STRATEGIC SELLING	COURSE DESCRIPTION
Follow Up	<i>Learn how to effectively manage follow up through proactive communication and time management.</i>
Response Times	<i>Learn how to effectively manage response times through proactive communication and time management.</i>
Up-selling*	<i>Learn how to offer enhanced options by using your qualifying and listening Skills to provide customized creative solutions to customers that will enhance their overall experience while providing your hotel with additional ancillary revenue.</i>
Successful Negotiations	<i>To win an account by negotiating based on what is important to the hotel and to the client.</i>
Elevator Pitch*	<i>In this course, you will learn how to craft your message to gain the attention of your prospect and not only earn their interest but their desire to do business with you over the competition.</i>
Leading Effective Virtual Presentations*	<i>You can't always meet with your client face to face. In this course you will learn how to effectively present proposals or give site visits to your client virtually.</i>
Business Etiquette*	<i>Learn the key steps for exceptional business etiquette and understand how to utilize the various protocols and customs at the right time, at the right place, and for the right purpose to achieve the greatest success in business and in life!</i>



Business Travel Sales

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STRATEGIC SELLING - CONT.	COURSE DESCRIPTION
Conflict Management*	<i>In this course, you will learn the process of limiting the negative aspects of conflict while increasing the positive aspects of conflict.</i>
Maximize Your Network*	<i>In this course, you will learn the principles of networking and how to apply them to maximize your network through enriching opportunities for your contacts.</i>
Understanding Buyer Types*	<i>Before you can sell anything, you must understand your buyer and their needs, wants, and hot buttons. In this course you will learn the various types of buyers and their influences as well as how to identify them.</i>



LODGING

Catering Sales



Courses listed below are developed specifically for a Catering Sales Professional and customized to their role and responsibility

FUNDAMENTALS SKILLS	COURSE DESCRIPTION
Role Overview*	<i>To understand the role of the catering salesperson to the hotel and the client.</i>
Building Rapport	<i>To understand the purpose, tools and importance of building rapport with clients before, during and after their meeting.</i>
Qualifying Needs	<i>Learn to fully understand the client's objectives and hidden objections.</i>
Presenting Solutions	<i>It's not about the pitch, but rather how to provide solutions to the client's needs.</i>
Overcoming Objections	<i>Learn how to overcome obstacles and challenges in the sales process.</i>
Closing Techniques	<i>Learn how to close the sale effectively.</i>

PROSPECTING	COURSE DESCRIPTION
Goal Planning*	<i>To understand how goals are determined and how to ensure you make yours.</i>
Account Planning	<i>To create a plan with the client to ensure all potential business is won in the future.</i>
Pre-Call Planning	<i>To understand how to improve your preparation and reduce your overall effort.*</i>
Making the Call	<i>Learn how to prospect, leave a message and prepare for the callback.</i>
Business Development*	<i>Understand the process and skills used to identify, nurture, and acquire new clients and business opportunities to drive growth and profitability.</i>
Social Selling*	<i>In this course you will learn the fundamentals of social selling and how to use this key sales strategy to target and engage more customers to fill your lead pipeline.</i>



LODGING

Catering Sales

Courses listed below are developed specifically for a Catering Sales Professional and customized to their role and responsibility

STRATEGIC SELLING	COURSE DESCRIPTION
Follow Up	<i>Learn how to effectively manage follow up through proactive communication and time management.</i>
Response Times	<i>Learn how to effectively manage response times through proactive communication and time management.</i>
Upselling	<i>Learn how to offer enhanced options by using your qualifying and listening Skills to provide customized creative solutions to customers that will enhance their overall experience while providing your hotel with additional ancillary revenue.</i>
Successful Negotiations	<i>To win an account by negotiating based on what is important to the hotel and to the client.</i>
Effective Communication*	<i>Learn how written and verbal communication can make your job easier.</i>
Winning Site Inspections	<i>Create a site inspection that impresses clients and wins business.</i>



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Catering Sales



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Understanding Buyer Types*	<i>Before you can sell anything, you must understand your buyer and their needs, wants, and hot buttons. In this course you will learn the various types of buyers and their influences as well as how to identify them.</i>
Elevator Pitch*	<i>In this course, you will learn how to craft your message to gain the attention of your prospect and not only earn their interest but their desire to do business with you over the competition.</i>
Leading Effective Virtual Presentations*	<i>You can't always meet with your client face to face. In this course you will learn how to effectively present proposals or give site visits to your client virtually.</i>
Business Etiquette*	<i>Learn the key steps for exceptional business etiquette and understand how to utilize the various protocols and customs at the right time, at the right place, and for the right purpose to achieve the greatest success in business and in life!</i>



LODGING

Convention Services



Courses listed below are developed specifically for a Convention Services Professional and customized to their role and responsibility

FUNDAMENTALS SKILLS	COURSE DESCRIPTION
Role Overview	<i>To understand the role of the convention services person to the hotel and the client.</i>
Building Rapport	<i>To understand the purpose, tools and importance of building rapport with clients before, during and after their meeting.</i>
Qualifying Needs	<i>Learn to fully understand the client's objectives and hidden objections.</i>
Presenting Solutions	<i>It's not about the pitch, but rather how to provide solutions to the client's needs.</i>
Overcoming Objections	<i>Learn how to overcome obstacles and challenges in the sales process.</i>
Closing Techniques	<i>Learn how to close the sale effectively.</i>

PROSPECTING	COURSE DESCRIPTION
Account Planning	<i>To create a plan with the client to ensure all potential business is won in the future.</i>
Pre-Call Planning	<i>To understand how to improve your preparation and reduce your overall effort.</i>
Making the Call	<i>Learn how to prospect, leave a message and prepare for the callback.</i>
Business Development*	<i>Understand the process and skills used to identify, nurture, and acquire new clients and business opportunities to drive growth and profitability.</i>
Social Selling*	<i>In this course you will learn the fundamentals of social selling and how to use this key sales strategy to target and engage more customers to fill your lead pipeline.</i>



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Convention Services



Courses listed below are developed specifically for a Convention Services Professional and customized to their role and responsibility

STRATEGIC SELLING	COURSE DESCRIPTION
Follow Up	<i>Learn how to effectively manage follow up through proactive communication and time management.</i>
Response Times	<i>Learn how to effectively manage response times through proactive communication and time management.</i>
Upselling	<i>Learn how to offer enhanced options by using your qualifying and listening Skills to provide customized creative solutions to customers that will enhance their overall experience while providing your hotel with additional ancillary revenue.</i>
Successful Negotiations	<i>To win an account by negotiating based on what is important to the hotel and to the client.</i>
Effective Communicationn	<i>Learn how written and verbal communication can make your job easier.</i>
Elevator Pitch*	<i>In this course, you will learn how to craft your message to gain the attention of your prospect and not only earn their interest but their desire to do business with you over the competition.</i>
Leading Effective Virtual Presentations*	<i>You can't always meet with your client face to face. In this course you will learn how to effectively present proposals or give site visits to your client virtually.</i>
Business Etiquette*	<i>Learn the key steps for exceptional business etiquette and understand how to utilize the various protocols and customs at the right time, at the right place, and for the right purpose to achieve the greatest success in business and in life!</i>



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STRATEGIC SELLING - CONT.	COURSE DESCRIPTION
Conflict Management*	<i>In this course, you will learn the process of limiting the negative aspects of conflict while increasing the positive aspects of conflict.</i>
Maximize Your Network*	<i>In this course, you will learn the principles of networking and how to apply them to maximize your network through enriching opportunities for your contacts.</i>
Understanding Buyer Types*	<i>Before you can sell anything, you must understand your buyer and their needs, wants, and hot buttons. In this course you will learn the various types of buyers and their influences as well as how to identify them.</i>



Front Desk

Courses listed below are developed specifically for a Front Desk Professional and customized to their role and responsibility

FRONT DESK	COURSE DESCRIPTION
Role Overview	<i>This course will outline the role and responsibilities of a customer service professional as well as best practices to deliver quality service and exceed expectations.</i>
Building Rapport	<i>To understand the purpose, tools and importance of building rapport with customers.</i>
Phone Etiquette	<i>To master proper phone etiquette with guests and staff while effectively communicating amongst departments.</i>
Qualifying Needs	<i>Learn to fully understand the client's objectives and hidden objections.</i>
Effective Communication	<i>Learn how written and verbal communication can make your job easier.</i>
Handling Objections & Service Recovery	<i>To effectively uncover a guest complaint or objection and how to create and deliver a successful service recovery plan.</i>
Controlling the Moments of Truth*	<i>You have probably experienced a client interaction where everything was going well, until it wasn't anymore. Take this course on Controlling the Moments of Truth to learn how to take charge of every client situation and be proactive during every step of the process.</i>



Front Desk

Courses listed below are developed specifically for a Front Desk Professional and customized to their role and responsibility

5 ESSENTIAL COURSES	COURSE DESCRIPTION
Own the Experience*	<i>Providing an unprecedented Customer Experience (CX) is more than offering great service. It means offering a great experience from the awareness stage, through the purchasing or servicing process and finally through the post purchase or service process. In this course you will learn how to Own the entire Customer Experience.</i>
Elevate Engagement*	<i>Asking the right questions and seeking to understand is key before you can offer any solution. The second step when creating a customer experience is to Elevate Engagement. In this course you will learn key tactics to elevate the conversation from a "break-fix" to a shared and agreeable outcome.</i>
Be The Expert*	<i>Part of creating an exceptional Customer Experience is being able to clearly articulate solutions with confidence. In this course, you will learn the third step of creating a superior customer experience, presenting yourself as the expert connection. You will understand how to apply the skills to demonstrate confidence and maintain control of the situation and the customer experience.</i>
Message Effectively*	<i>The fourth step when creating a customer experience is to Message Effectively. Customers are not always disciplined in knowing what they want. And they are not always as educated as we would like them to be. In this course you will learn communication techniques, phraseology, and key words that will create a positive impact on the customer, no matter the circumstance.</i>
Projecting Excellence*	<i>Projecting excellence at all times is part of a strong culture and creating customer loyalty. In this course, you will learn strategies and tactics to project the company's culture of service with your customers and your internal customers – your teammates. You will be able to demonstrate a high level of customer service intensity, articulate what excellence means, and how to deliver the CX Essentials with confidence.</i>

Front Desk

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FRONT DESK INITIATIVES	COURSE DESCRIPTION
Upselling Room Types*	<i>Learn how to offer enhanced options by using your qualifying and listening Skills to provide customized creative solutions to customers that will enhance their overall experience while providing your hotel with additional ancillary revenue.</i>
Driving Guest Loyalty*	<i>Learn how you can easily customize your service to each guest through experience and satisfaction and keep them loyal by continuing to choose your hotel.</i>
Knowing Your Competition*	<i>Learn the key steps to take to know your competition and design a plan to utilize that to your advantage when selling your hotel against another.</i>
Safety & Security Protocols*	<i>To educate the Front Desk associates on what responsibility they have with regards to guest safety and secured information and arm them with the tools to support them.</i>
Sell Out Efficiency*	<i>To increase knowledge of sell out efficiency strategy and prepare front desk associates on how they impact the achievement of this goal.</i>
Teamwork: Everyone Sells*	<i>To create a culture of teamwork and engagement through understanding what makes up a successful and cohesive team.</i>



Group Sales

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FUNDAMENTALS SKILLS	COURSE DESCRIPTION
Role Overview*	<i>To understand the role of the catering sales person to the hotel and the client.</i>
Building Rapport	<i>To understand the purpose, tools and importance of building rapport with clients before, during and after their meeting.</i>
Qualifying Needs	<i>Learn to fully understand the client's objectives and hidden objections.</i>
Presenting Solutions	<i>It's not about the pitch, but rather how to provide solutions to the client's needs.</i>
Overcoming Objections	<i>Learn how to overcome obstacles and challenges in the sales process.</i>
Closing Techniques	<i>Learn how to close the sale effectively.</i>
PROSPECTING	COURSE DESCRIPTION
Goal Planning*	<i>To understand how goals are determined and how to ensure you make yours.</i>
Account Planning	<i>To create a plan with the client to ensure all potential business is won in the future.</i>
Pre-Call Planning	<i>To understand how to improve your preparation and reduce your overall effort.</i>
Making the Call	<i>Learn how to prospect, leave a message and prepare for the callback.</i>
Business Development*	<i>Understand the process and skills used to identify, nurture, and acquire new clients and business opportunities to drive growth and profitability.</i>
Social Selling*	<i>In this course you will learn the fundamentals of social selling and how to use this key sales strategy to target and engage more customers to fill your lead pipeline.</i>

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STRATEGIC SELLING	COURSE DESCRIPTION
Affinity (SMERF) Market Initiatives	<i>To effectively sell and market to social and membership organizations (ie. sports, religious, fraternal and education).</i>
Follow Up	<i>Learn how to effectively manage follow up through proactive communication and time management.</i>
Response Times	<i>Learn how to effectively manage response times through proactive communication and time management.</i>
Upselling	<i>Learn how to offer enhanced options by using your qualifying and listening Skills to provide customized creative solutions to customers that will enhance their overall experience while providing your hotel with additional ancillary revenue.</i>
Contract Negotiations	<i>To win an account by negotiating based on what is important to the hotel and to the client.</i>
Effective Communication*	<i>Learn how written and verbal communication can make your job easier.</i>
Controlling the Moments of Truth*	<i>You have probably experienced a client interaction or site visit where everything was going well, until it wasn't anymore. Maybe you walked into a breakout space that was dirty or a showroom that was occupied. Take this course on Controlling the Moments of Truth to learn how to take charge of every client situation and be proactive during every step of the selling process.</i>
Winning Short-Term Business	<i>Learn how to maximize revenue from the small meetings market with and without guest rooms.</i>



Group Sales

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STRATEGIC SELLING - CONT.	COURSE DESCRIPTION
Winning Site Inspections	<i>Create a site inspection that impresses clients and wins business.</i>
Conflict Management*	<i>In this course, you will learn the process of limiting the negative aspects of conflict while increasing the positive aspects of conflict.</i>
Maximize Your Network*	<i>In this course, you will learn the principles of networking and how to apply them to maximize your network through enriching opportunities for your contacts.</i>
Understanding Buyer Types*	<i>Before you can sell anything, you must understand your buyer and their needs, wants, and hot buttons. In this course you will learn the various types of buyers and their influences as well as how to identify them.</i>
Elevator Pitch*	<i>In this course, you will learn how to craft your message to gain the attention of your prospect and not only earn their interest but their desire to do business with you over the competition.</i>
Leading Effective Virtual Presentations*	<i>You can't always meet with your client face to face. In this course you will learn how to effectively present proposals or give site visits to your client virtually.</i>
Business Etiquette*	<i>Learn the key steps for exceptional business etiquette and understand how to utilize the various protocols and customs at the right time, at the right place, and for the right purpose to achieve the greatest success in business and in life!</i>



Revenue Management

Courses listed below are developed specifically for a Revenue Management Professional and customized to their role and responsibility

REVENUE MANAGEMENT	COURSE DESCRIPTION
Role Overview	<i>In order to properly compare your property's performance against the comp set, you need to know the data STR provides you and what the numbers mean.</i>
Understanding Key Metrics	<i>You will do a deep-data-dive to learn how to analyze STR Fundamental Data Keys to objectively evaluate your property's performance relative to your comp set.</i>
Maximizing STR & Revenue Management Tools	<i>In order to properly compare your property's performance against the comp set, you need to know the data STR provides you and what the numbers mean.</i>
Trend Analysis and Strategy Development	<i>With a foundation and understanding of: What the STR report is, STR Hotel Performance, Hotel Performance against the comp set, These Best Practices help you create a platform to guide your strategies going forward.</i>
Leading the Strategy Discussion	<i>While STR is the best tool for doing a post-mortem of what has happened it is also a great tool to help make future decisions and recommendations. Take this course to understand how to organize your strategy for your leadership.</i>

