

# Hotel Sales Certificate Program

## Comprehensive Package

### Your Sales Team Will Learn How To

- Transform customer inquiries into sales.
- Evaluate the profit potential of prospective customers and communicate it to the sales team.
- Generate proposals and contracts that get results.
- Align meeting room and set-up solutions with customer needs.
- Conduct engaging, customer-focused site tours.
- Leverage current accounts for future business.
- Focus sales efforts with an effective action plan.



### Program Benefits

Sales is the life blood of any hotel or resort operation. Sales managers must use proven strategies, as well as innovative techniques, for generating business from corporations, non-profits, and individual travelers. Using this program as a foundation, your sales staff will gain the knowledge and skills required to effectively generate the maximum sales revenue for your hotel or resort. Aprinda programs:

- Help you promote sales strategies that are “on message” and consistent with company policies.
- Encourage your staff to revisit the training material on an ongoing basis as they apply what they’ve learned.
- Help you reduce training-related expenses.

### Program Content\*

#### Writing Proposals

- Generating an effective proposal using client data

#### Writing Contracts

- Producing an event contract based on meeting notes

#### Blocking Meeting Space

- Recommending event room and set-up solutions that meet client needs and maximize revenue

#### Evaluating Business

- Exposing the business potential of specific clients

#### Group Market Segments and Action Plans

- Targeting key group market segments using an action plan

#### Transient Market Segments

- Reviewing daily revenue reports to identify transient market productivity

#### Handling Inquiries

- Applying five key steps to effectively turn a customer inquiry into a sale

#### Site Tours

- Tailoring your presentation to address specific client needs

#### Prospecting and Sales Calls

- Communicating client potential to your team using sales call reports

#### Account Saturation

- Leveraging existing accounts to increase revenue

\*Content customization available upon request. Additional fees may apply.

### Package Pricing

250 rooms or more: \$3,000 per year, per hotel\*. Includes unlimited usage by hotel staff and administrative tracking.

249 or fewer rooms: \$1,800 per year, per hotel\*. Includes unlimited usage by hotel staff and administrative tracking.

\*Pricing subject to change.

[Try it now!](#)

[www.aprinda.com/walkthrough](http://www.aprinda.com/walkthrough)

## The Aprinda Difference

**Authentic learning activities help your staff immediately apply sales strategies on the job.**

- Practical online tasks reflect real-world challenges.
- Online quizzes focus learning.
- Program accessible 24/7, on and off-the-job.
- Proven sales templates available for download during the training and on the job.
- Intuitive administration tool for tracking trainee progress.