

# APRINDA, LLC

## HOTEL AND RESORT TRAINING SOLUTIONS

### Overview of Training Outcomes

#### Program: Hotel Sales Training

Lesson	Key Outcomes
<b>Writing Proposals</b>	<ul style="list-style-type: none"><li>➤ You will be able to identify the key elements of an effective proposal.</li><li>➤ You will be able to enter specific client data into a proposal template based on data provided by the client.</li><li>➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.</li></ul>
<b>Writing Contracts</b>	<ul style="list-style-type: none"><li>➤ You will be able to identify the key elements of an effective contract.</li><li>➤ You will be able to enter specific client data into a contract template based on the notes taken by a sales manager during a phone conversation.</li><li>➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.</li></ul>
<b>Blocking Meeting Space</b>	<ul style="list-style-type: none"><li>➤ You will be able to suggest appropriate meeting room and set-up solutions for specific customers</li><li>➤ You will be able to make sound decisions when reserving meeting space in a hotel function book.</li><li>➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.</li></ul>
<b>Evaluating Business</b>	<ul style="list-style-type: none"><li>➤ You will be able to identify the business potential of specific clients.</li><li>➤ You will be able to fill out specific sections of a business review form based on a phone inquiry from a potential customer.</li><li>➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.</li></ul>

<b>Group Market Segments and Action Plans</b>	<ul style="list-style-type: none"> <li>➤ You will be able to identify the key group market segments.</li> <li>➤ You will be able to use the SMaRT technique to provide feedback to sales managers on the quality of their group market action plans.</li> <li>➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.</li> </ul>
<b>Transient Market Segments</b>	<ul style="list-style-type: none"> <li>➤ You will be able to identify the key transient market segments.</li> <li>➤ You will learn how to review a daily revenue report to identify key information regarding transient market productivity at your hotel.</li> <li>➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.</li> </ul>
<b>Handling Inquiries</b>	<ul style="list-style-type: none"> <li>➤ You will practice using five key steps to effectively turn a customer inquiry into a sale.</li> <li>➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.</li> </ul>
<b>Site Tours</b>	<ul style="list-style-type: none"> <li>➤ You will be identify the key steps for preparing a site tour so that your presentation will be most effective.</li> <li>➤ You will identify how to tailor your presentation to address the specific needs of a client.</li> <li>➤ You will be able to list the elements of effective site tour summaries.</li> <li>➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.</li> </ul>
<b>Prospecting and Sales Calls</b>	<ul style="list-style-type: none"> <li>➤ Given a phone conversation between a sales manager and an existing client, you will be able to identify the important techniques used by the manager to saturate the account.</li> <li>➤ You will fill out a sales call report based on a meeting with a potential client.</li> <li>➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.</li> </ul>

<b>Account Saturation</b>	<ul style="list-style-type: none"><li>➤ You will learn key techniques for account saturation.</li><li>➤ You will learn how to fill out an account profile worksheet and a customer profile worksheet based on a meeting with a potential client. You will master a 10 item multiple-choice test assessing general knowledge related to this lesson.</li></ul>
<b>Final Certification Test</b>	<ul style="list-style-type: none"><li>➤ You will pass a 50-item multiple choice test with a score of at least 80%.</li></ul>