

APRINDA, LLC

HOTEL AND RESORT TRAINING SOLUTIONS

Overview of Training Outcomes

Program: Hotel Sales Training

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

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

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| Account Saturation | <ul style="list-style-type: none">➤ You will learn key techniques for account saturation.➤ 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. |
| Final Certification Test | <ul style="list-style-type: none">➤ You will pass a 50-item multiple choice test with a score of at least 80%. |