

### 1. HAPPY SELLING

#### COURSE TOPICS

This course was prepared with the objective of providing both new and experienced sales team members with some back to basics ground rules. The 3 days training covers the following topics:

- ▶ Defining Sales
- ▶ The DISC personality profile model
- ▶ The Sales Cycle
  - ▶ Research & Prospection
  - ▶ Introduction & Identifying needs
  - ▶ Presenting Benefits
  - ▶ Overcoming Objections, Price Resistance & Negotiating
  - ▶ Closing The Deal
  - ▶ Following Up & Evaluating
- ▶ Body Language
- ▶ Communication skills

#### Customized Coverage:

- ▶ Types of Market segments (as per brand standards)
- ▶ Case studies & Role plays

#### WHO SHOULD ATTEND

- ▶ Sales Executives
- ▶ Sales Managers
- ▶ Event Executives
- ▶ Event Managers
- ▶ Reservation Manager (*they too are part of the sales committee of any hotel*)
- ▶ Front line associated involved in any in-house selling

#### DURATION

- ▶ 3 days (6 hours per day excluding breaks)

### 2. HEADS IN BEDS

#### COURSE TOPICS

This course was prepared with the objective of having a closer look at the property accounts and current market coverage to detect any gaps or areas of improvement and provide the same team with a wider overview of the various market segments and as well outline today's travels channels of reservation and access to rates

It is prepared based on a gap analysis and in coordination with DOSM

- Role of a sales person today
- Pricing Structure & strategies
- Characteristics of various market segments (MICE, Travel Trade & Corporate) and how does sales strategies differ for each segment
- Key Account Management and the 5 W (what, why, who, where, when)
- Overview of distribution and channels and reservations
- Overview of Global Contracting – what, why and how?

#### Only included in customized trainings

- Property / brand Pricing Structure and Strategy assessment and training
- Property / brand reservation channels and how does it affect account performance
- Assessment of own accounts, and KAM strategies
- Best practices & development recommendations

#### WHO SHOULD ATTEND

- DOSM / DOS (for supervisory purpose only)
- Assistant DOS
- Sales Manager/s
- Sales Executive
- Sales Coordinators

Recommended as well:

- Reservations Manager
- Banqueting Manager
- FOM

#### DURATION

- 2 days (6 hours excluding breaks) and is delivered 6 -8 weeks post “ Happy Selling”

*p.s. Preparation days required depends on the number of properties involved but minimum of 2 days are required for single property*

### 3. RFP SOLICITATION & GLOBAL CONTRACTING

#### COURSE TOPICS

This 2 days program can only be done in cooperation with hotel's DOSM to ensure that it is an per brand / hotel structure and current systems used and to agree on actions needed before being delivered to the team

- ▶ What is Global Contracting?
- ▶ Why Global Contracting is a must in marketing efforts?
- ▶ Why Global Contracting is a consolidation & integration of all local, regional & international efforts of brand's Sales & Marketing departments.
- ▶ Electronic solicitation tools & benefits
- ▶ Electronic solicitation process
- ▶ Sales Cycle – how do we solicit new account and start generating results in today's offline world and direct local sales activities
- ▶ Pricing Strategy & Structure (as per the hotel's structure )
- ▶ Overview of marketing opportunities
  - GDS marketing – what are the opportunities currently available and how best used
  - Consortia Marketing Opportunities
- ▶ How can we proactively increase the brand/property global accounts? (*What, when, where, & who?*) Consortia's & Corporate Acc–brief overview on key rate programs of brand
- ▶ Coordination required between local, regional and global Sales efforts
- ▶ Planning a one year Sales & Marketing Plan per account (*corporate & consortia*) – this will be done as an active exercise with an example pre-prepared on best practice
- ▶ Hands on Training on the hotel's RFP Tool

#### WHO SHOULD ATTEND

- ▶ DOSM / DOS (New and those that require a refresher)
- ▶ Assistant DOS
- ▶ Sales manager/s in charge of international corporate accounts
- ▶ Revenue & Distribution Manager / Director (New or those require a refresher)
- ▶ Reservation Manager
- ▶ Sales Executives in charge of international accounts
- ▶ Sales Coordinators (if they are given the task of updating Property information in electronic RFP tool)

#### DURATION

- ▶ 2 days (6 hours excluding breaks)

### 4. REVENUE & DISTRIBUTION

#### COURSE TOPICS

The ME course comprises 13 one-day modules in which participants will be introduced to the different aspects of Revenue Management. The transfer of learning to the real work environment is a crucial element of the course.

#### Revenue Management Module:

- ▶ RM01 – Revenue Management Concepts
- ▶ RM02 – Strategic Revenue Management
- ▶ RM03 – Revenue Management Operations
- ▶ RM04 & RM05 - Total Revenue Management & Case Studies

#### Digital Marketing Module:

- ▶ DM01 - Distribution – Business Models and Systems
- ▶ DM02 - Distribution Strategy / Case Studies
- ▶ DM03 - Digital Marketing
- ▶ DM04 - Social Media and Community Management

#### Electives:

- ▶ EL - 5 modules by choice
- ▶ EL01 - Online Reputation Management
- ▶ EL02 - Basic Training Trust CRS
- ▶ EL03 – Communication and Presentation skills
- ▶ EL04 - Optimizing of Website and Booking Engine

#### WHO SHOULD ATTEND

- ▶ Revenue Managers / Directors (if required)
- ▶ DOS / Directors (if required)
- ▶ General Manager (Independent Non-Branded Hotels)
- ▶ Marketing & Communication teams

#### DURATION

- ▶ 1 day per Module (7 hours excluding breaks)

### 5. CUSTOMER SERVICE PROFESSIONAL

#### COURSE TOPICS

Every front-line employee needs a solid grounding in 'customer service' skills. As can be expected in this five days course, the subjects covered tackle most of what is needed by anyone interacting directly with internal or external customers

This course uses, in addition to the brief presentation, a mix of interactive techniques, case studies, role plays, exercises and video clips.

The 5 days training covers the following main topics:

- ▶ Customer service
  - Introduction to customer service
  - Definition of customer service
  - Service dimensions
  - Addressing customer needs
- ▶ Attaining customer satisfaction through quality measures
- ▶ Components of quality service:
  - Service quality
  - Customer complaint system
  - Inspiring staff
  - Customers loyalty
  - Keys to delivering exceptional service behaviour
  - Characteristics of difficult people
  - Suggested responses
  - 6 personalities that lead to conflict and how to deal with them
- ▶ Effective communication with customers
  - What is communication
  - Why do we communicate
  - Importance of communication for success
  - Communicating with customers
  - Reading the customers body language
  - Characteristics of a good listener
  - Behaviours that hinders listening
  - How to become an active listener

#### WHO SHOULD ATTEND

- ▶ Managers
- ▶ Supervisors
- ▶ Customer service staff
- ▶ Staff in departments whose supporting other entities or employees in the organization

#### DURATION

- ▶ 5 days

### 6. CREATIVE PROBLEM-SOLVING AND DECISION-MAKING

#### COURSE TOPICS

This module was prepared to help build and expand decision making, critical thinking and creative problem solving skills. Help participants to apply logical and creative approaches to solving problems and making decisions by using traditional and creative tools for identifying causes and generating solutions

Employ creativity and lateral thinking as business tools enabling them to analyze and solve actual problems facing them at work. Participants will gain confidence in asking the 'right questions' and overcoming the stress of making complex decisions where they can also develop strategic approaches to problem solving and decision making

The 5 days training covers the following main topics:

- ▶ Problem solving and decision making
- ▶ Rational approach to problem solving
- ▶ Problem analysis tools
- ▶ Decision making tools
- ▶ Creativity and Problem solving
- ▶ Applications of various techniques

#### WHO SHOULD ATTEND

- ▶ Managers
- ▶ Supervisors
- ▶ Administrators who will benefit from better problem solving and decision- making skills
- ▶ Business professionals who want to take their critical thinking to a higher level by using both their experience and intuition to make the right moves and decisions

#### DURATION

- ▶ 5 days

### 7. SELF MANAGEMENT AND STRESS CONTROL

#### COURSE TOPICS

The overall aim of this course is to provide participants with the competencies required to help them use their time efficiently and effectively. In addition, participants will acquire techniques to reduce the daily pressure that leads to stress.

The 5 days training covers the following main topics:

- ▶ What is Self management
- ▶ Identifying Time Wasters and Managing them
- ▶ Setting Goals and Priorities
- ▶ The Eight Habits of Highly Effective People
- ▶ Pressure and Stress
- ▶ Environmental Stress – First aid and prevention techniques
- ▶ Signs of Stress
- ▶ Technique to manage stress
- ▶ Tips and recommendations

#### WHO SHOULD ATTEND

- ▶ Managers
- ▶ Supervisors
- ▶ Employees who wish to improve their self management and reduce stress levels

#### DURATION

- ▶ 5 days (6 hours excluding breaks)

### 8. THE POWER OF POSITIVE ATTITUDE

#### COURSE TOPICS

This module was prepared to identify the impact of positive attitude on both the personal and professional environments. Where then list the steps needed to improve the attitude and apply positive techniques to improve the effectiveness on the job.

The 2 days training covers the following topics:

- ▶ The importance of attitude
- ▶ Technique to improve your attitude
- ▶ What affects our attitude
- ▶ Techniques to Increase personal effectiveness
- ▶ Improving your Self Esteem

#### WHO SHOULD ATTEND

- ▶ Individuals that need to improve their positive outlook and enhance both their personal and professional relations

#### DURATION

- ▶ 2 days (6 hours excluding breaks)



### 9. POWERFUL PRESENTATION

#### COURSE TOPICS

This module is prepared to assist participants to prepare for a presentation using a systematic and easy-to-follow approach and project the right verbal and non-verbal characteristics essential in powerful presentations. It will also help participants to pinpoint the main reasons that lead to Public Speaking Anxiety and learn techniques for eliminating them prior to presenting.

The 2 days training covers the following topics:

- ▶ Preparation
- ▶ Frame of Mind and effective presentation
- ▶ Non-verbal Skills
- ▶ Visual aids
- ▶ Public Speaking Anxiety and how to overcome it
- ▶ Delivery

#### WHO SHOULD ATTEND

- ▶ All those who wish to improve their presentation skills
- ▶ Individuals that conduct sales calls
- ▶ Individuals involved in business development
- ▶ Individuals presenting periodic presentations to senior management

#### DURATION

- ▶ 2 days

### 10. COMMUNICATION SKILLS

#### COURSE TOPICS

The success of any organization depends upon the ability of team members to communicate with each other using multiple means and channels. Communicating effectively is one of the most powerful and required skills for achieving both personal and professional objectives. The way we interact with others determines how we are perceived. This training will help the participants to develop their focusing ability, profiling the audience, developing a clear message, have a healthy discussion and give/receive constructive criticism with different cultural backgrounds

The 2 days training covers the following main topics:

#### Course Outline

- ▶ What is Effective Communication? Levels, functions, elements, types, barriers and the human filter
- ▶ Communication across cultures and personal development profile
- ▶ Active listening
- ▶ Communication behaviour and conflict management
- ▶ Constructive feedback and criticism

#### WHO SHOULD ATTEND

- ▶ All those who wish to improve their communication skills
- ▶ Individuals that conduct sales calls
- ▶ Individuals noticing that they are frequently misunderstood

#### DURATION

- ▶ 2 days

### 11. THE ESSENTIALS OF BUSINESS ETIQUETTE

#### COURSE TOPICS

This module is prepared to assist participants to prepare for a presentation using a systematic and easy-to-follow approach and project the right verbal and non-verbal characteristics essential in powerful presentations. It will also help participants to pinpoint the main reasons that lead to Public Speaking Anxiety and learn techniques for eliminating them prior to presenting.

The 3 days training covers the following topics:

- ▶ Principles of business etiquette
- ▶ Personal and professional conduct
- ▶ Professional dress code
- ▶ Meeting and Greeting Etiquette
- ▶ Meeting & Board Room
- ▶ Entertaining Etiquettes
- ▶ New Issues in Etiquette

#### WHO SHOULD ATTEND

- ▶ Personnel officers
- ▶ Public relations professionals
- ▶ Event's organizers
- ▶ Personal assistants
- ▶ Employees in the hospitality
- ▶ And all those whose position requires dealing and interacting with important persons in both government and private sectors

#### DURATION

- ▶ 3 days

### 12. CULTURAL AWARENESS

#### COURSE TOPICS

This module is prepared to help staff understand different cultures behaviours. It also help new comers to adapt faster with a minimal cultural shock.

The 1 day training covers the following topics:

- ▶ Facts and Statistics
- ▶ Meeting and Greeting
- ▶ Time and punctuality
- ▶ Names and Titles
- ▶ Body Language
- ▶ Personal space
- ▶ Eye Contact
- ▶ Gestures
- ▶ Communications Tips
- ▶ Gift Giving Etiquette
- ▶ Visiting, Dining & Table manners
- ▶ Business Cards
- ▶ Dress code
- ▶ Public Holidays
- ▶ Do's and Don'ts

#### WHO SHOULD ATTEND

- ▶ All staff not previously exposed to different cultures.

#### DURATION

- ▶ 1 day