

SalesBoost Course List

Role	Course	Description
New Learner	Series of 7 New Learner Courses	Learn all about your new training platform and how to maximize all course components and available resources to boost your confident, performance, and results.
Business Travel Sales Manager	Role Overview	To understand the role of the business travel sales person to the hotel and to the client.*
Business Travel Sales Manager	Building Rapport	To understand the purpose, tools and importance of building rapport with clients before, during and after their event.
Business Travel Sales Manager	Qualifying Needs	Learn to fully understand the client's objectives and hidden objections.
Business Travel Sales Manager	Presenting Creative Solutions	It's not about the pitch, but rather how to provide solutions to the client's needs.
Business Travel Sales Manager	Overcoming Objections	Learn how to overcome obstacles and challenges in the sales process.
Business Travel Sales Manager	Closing Techniques	Learn how to effectively close the sale.
Business Travel Sales Manager	Making the Call	Learn how to prospect, leave a message and prepare for the call back.
Business Travel Sales Manager	Pre-Call Planning	To understand how to improve your preparation and reduce your overall effort.*
Business Travel Sales Manager	Goal Planning	To understand how goals are determined and how to ensure you make yours.*
Business Travel Sales Manager	Account Planning	To create a plan with the client to ensure all potential business is won in the future.
Business Travel Sales Manager	Successful Negotiations	Learn to win an account by negotiating based on what is important to the hotel and to the client.*

Role	Course	Description
Business Travel Sales Manager	Response Times	Learn how to effectively manage response times through proactive communication and time management.
Business Travel Sales Manager	Follow Up	Learn how to effectively manage follow up through proactive communication and time management.
Business Travel Sales Manager	Upselling	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.*
Business Travel Sales Manager	Consortia Management	Learn how to develop strong relationships and navigate with luxury agencies and Consortia's to maximize your participation and booking potential.*
Business Travel Sales Manager	Leisure Market Initiatives	Gain a solid understanding of the leisure market and the priorities for this industry to leverage selling to transient market customers through travel agencies, individual travel, Elite Consortia and wholesale groups.*
Business Travel Sales Manager	Local Account Management	Learn how to understand your local market as well as to develop and implement specific local account marketing plans to generate maximum amount of revenue.*
Business Travel Sales Manager	National/Global Account Management	Understand strategic account management and the principles of how to increase your brand's Global preference, loyalty and profitable share with these accounts.*
Business Travel Sales Manager	Territory Research & Client Profile	Learn how to identify and build robust organizational profiles as well as conducting regular market research to build account plans.*
Business Travel Sales Manager	LRA vs. NLRA	Understand the revenue benefit of contracting LRA vs. NLRA accounts to determine the best position for your clients and the hotel.*
Business Travel Sales Manager	Leverage your Global Sales Partners	Develop strong, mutually beneficial relationships with your global sales partners to help you achieve your goals while supporting them to be an extension of your hotel. Learn how to engage and support your Global Sales Partner to help your hotel win business and potentially turn local accounts into global accounts.*

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Business Travel Sales Manager	Determining Account Value & Pricing Strategy	Measuring the value of an account will help determine how you position your pricing, where you spend your time and resources to maximize your hotel's results.*
Business Travel Sales Manager	RFP Season Best Practices	Be the RFP Champion! Learn how to effectively manage RFP process and how to set your hotel's Transient Account Plan up for success for future year room night volume.*
Business Travel Sales Manager	Agency360	Make your data work for you! Understand the data you need to increase bookings, shift share and improve your revenue performance.*
Business Travel Sales Manager	The STAR Report	Understand how to read and interpret the STAR Report and more importantly, use the intel to position your marketing and pricing position against the competition to win share.*
Business Travel Sales Manager	Total Account Management	Maximize your Account from all angles. Understand all the key players and buyer types as well as who their vendors are, their feeder cities, travel agency and how these relationships can help drive more room night volume to your hotel.*
Catering Sales Manager	Role Overview	To understand the role of the catering sales person to the hotel and to the client.*
Catering Sales Manager	Building Rapport	To understand the purpose, tools and importance of building rapport with clients before, during and after their event.
Catering Sales Manager	Qualifying Needs	Learn to fully understand the client's objectives and hidden objections.
Catering Sales Manager	Presenting Creative Solutions	It's not about the pitch, but rather how to provide solutions to the client's needs.
Catering Sales Manager	Presenting Creative Menu & Event Solutions	Understand the latest culinary and event design trends to provide creative solutions to the client's needs.*
Catering Sales Manager	Overcoming Objections	Learn how to overcome obstacles and challenges in the sales process.
Catering Sales Manager	Closing Techniques	Learn how to effectively close the sale.
Catering Sales Manager	Making the Call	Learn how to prospect, leave a message and prepare for the call back.

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Catering Sales Manager	Pre-Call Planning	To understand how to improve your preparation and reduce your overall effort.
Catering Sales Manager	Account Planning	To create a plan with the client to ensure all potential business is won in the future.*
Catering Sales Manager	Successful Negotiations	Learn to win an account by negotiating based on what is important to the hotel and to the client.*
Catering Sales Manager	Response Times	Learn how to effectively manage response times through proactive communication and time management.
Catering Sales Manager	Follow Up	Learn how to effectively manage follow up through proactive communication and time management.
Catering Sales Manager	Corporate Events	Learn how to work with a corporate planner and the demands of the corporate market to secure maximum market share.*
Catering Sales Manager	Territory Research & Client Profile	Learn how to identify and build robust organizational profiles as well as conducting regular market research to build account plans.*
Catering Sales Manager	Weddings & Social Events	Become the wedding and social event expert by understanding the latest trends to maximize market share.*
Catering Sales Manager	Upselling	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.
Catering Sales Manager	Cultural Weddings	Understand the importance of cultural weddings, the various traditions and requirements for celebration and how to successfully execute cultural weddings.*
Catering Sales Manager	Building Strong Vendor Relationships	Learn how to cultivate strong relationships with vendor partners to establish strong, mutually beneficial working relationships, share business opportunities and increase your visibility in the market and the hotel of choice.*
Catering Sales Manager	Elevating the Catering Experience	Learn how to create packages and utilize cross-selling design to enhance selections and options to drive additional ancillary revenue as well as to help make the customer buying experience a more seamless and rewarding opportunity.*

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Catering Sales Manager	Sensory Event Experiences	Understand how to incorporate the five senses into event design to drive engagement and execute successful event experiences.*
Conference Services Sales Manager	Role Overview	To understand the role of the conference services sales person to the hotel and to the client.
Conference Services Sales Manager	Building Rapport	To understand the purpose, tools and importance of building rapport with clients before, during and after their meeting.
Conference Services Sales Manager	Qualifying Needs	Learn to fully understand the client's objectives and hidden objections.
Conference Services Sales Manager	Presenting Creative Solutions	It's not about the pitch, but rather how to provide solutions to the client's needs.*
Conference Services Sales Manager	Overcoming Objections	Learn how to overcome obstacles and challenges in the sales process.*
Conference Services Sales Manager	Effective Communication	Learn how written and verbal communication can make your job easier.
Conference Services Sales Manager	Successful Negotiations	Learn to win an account by negotiating based on what is important to the hotel and to the client.
Conference Services Sales Manager	Determining Success of Events	The ultimate goal is a happy client that comes back or is a useful reference.*
Conference Services Sales Manager	Response Times	Learn how to effectively manage response times through proactive communication and time management.
Conference Services Sales Manager	Follow Up	Learn how to effectively manage follow up through proactive communication and time management.
Conference Services Sales Manager	Upselling	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.
Conference Services Sales Manager	Creative Food & Beverage Experiences	Understand the latest culinary and event design trends to provide creative solutions to the client's needs.*
Conference Services Sales Manager	Energizing the Repeat Customer	Repeat customers are critical to success. Learn how to create loyal customers so they return time and time again.*

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Conference Services Sales Manager	Maximizing Rooms to Space Ratio	Learn the importance of rooms to space ratio to maximize your hotel's profitability after the meeting has been booked.*
Conference Services Sales Manager	Onsite Management	Learn the keys to a successful meeting through communication and proactive planning to anticipate the client's needs.*
Conference Services Sales Manager	Room Block Management	Successful room block management is key to a successful meeting and hotel profitability. Learn effective room block management techniques.*
Front Desk	Role Overview	To understand the role required at the front desk for the hotel and the client.
Front Desk	Building Rapport	To understand the purpose, tools and importance of building rapport with guests before, during and after their stay.
Front Desk	Qualifying Needs	Learn to fully understand the client's objectives and hidden objections.
Front Desk	Handling Objections & Service Recovery	To effectively uncover a guest complaint or objection and how to create and deliver a successful service recovery plan.
Front Desk	Phone Etiquette	To master proper phone etiquette with guests and staff while effectively communicating amongst departments.
Front Desk	Upselling	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.*
Front Desk	Teamwork: Everyone Sells	To create a culture of teamwork and engagement through understanding what makes up a successful and cohesive team.*
Front Desk	Driving Guest Loyalty & Customized Service	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.*
Front Desk	Effective Communication	Coming Soon

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Front Desk	Safety & Security / Knowledge is Power	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.*
Front Desk	Sell Out Efficiency	To increase knowledge of sell out efficiency strategy and prepare front desk associates on how they impact the achievement of this goal.*
Front Desk	Knowing Your Competition	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.*
Global Business Travel Manager	Account Planning	To create a plan with the client to ensure all potential business is won in the future.*
Global Sales Manager	Account Planning	To create a plan with the client to ensure all potential business is won in the future.*
Global Sales Marketing Initiatives	Intermediary Business Plan	Learn how to maximize your relationship with key intermediary partners.*
Group Sales Manager	Role Overview	To understand the role of the group sales person to the hotel and to the client.*
Group Sales Manager	Building Rapport	To understand the purpose, tools and importance of building rapport with clients before, during and after their meeting.
Group Sales Manager	Qualifying Needs	Learn to fully understand the client's objectives and hidden objections.
Group Sales Manager	Presenting Creative Solutions	It's not about the pitch, but rather how to provide solutions to the client's needs.
Group Sales Manager	Overcoming Objections	Learn how to overcome obstacles and challenges in the sales process.
Group Sales Manager	Closing Techniques	Learn how to effectively close the sale.
Group Sales Manager	Making the Call	Learn how to prospect, leave a message and prepare for the call back.
Group Sales Manager	Pre-Call Planning	To understand how to improve your preparation and reduce your overall effort.
Group Sales Manager	Account Planning	To create a plan with the client to ensure all potential business is won in the future.

Role	Course	Description
Group Sales Manager	Contract Negotiations	To win an account by negotiating based on what is important to the hotel and to the client.
Group Sales Manager	Response Times	Learn how to effectively manage response times through proactive communication and time management.
Group Sales Manager	Follow Up	Learn how to effectively manage follow up through proactive communication and time management.
Group Sales Manager	Upselling	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.
Group Sales Manager	Winning Short-Term Business	To maximize revenue from the small meetings market with and without guest rooms.
Group Sales Manager	Affinity (SMERF) Market Initiatives	To effectively sell and market to social and membership organizations (ie. sports, religious, fraternal and education).
Group Sales Manager	Energizing the Repeat Customer	Repeat customers are critical to success. Learn how to create loyal customers so they return time and time again.*
Group Sales Manager	Maximizing Rooms to Space Ratio	Learn the importance of rooms to space ratio to maximize your hotel's profitability after the meeting has been booked.*
Group Sales Manager	Selling CMP Packages	Learn how to sell meeting packages and the benefits to the planner.*
Group Sales Manager	Selling to the Association Market	To effectively sell and market to the association group market.*
Group Sales Manager	Selling to the Corporate Market	To effectively sell and market to the corporate group market.*
Group Sales Manager	Selling to the Financial Market	To effectively sell and market to the financial group market.*
Group Sales Manager	Selling to the Insurance Market	To effectively sell and market to the insurance group market.*
Group Sales Manager	Selling to the Pharma Market	To effectively sell and market to the pharma group market.*

Role	Course	Description
Group Sales Manager	Selling to the Technology Market	To effectively sell and market to the technology group market.*
Group Sales Manager	Territory Research & Client Profile	Learn how to identify and build robust organizational profiles including customer profiles as well as conducting regular market research to build account plans.*
Group Sales Manager	Understanding the STR Report	Understanding trends and your hotel's position against the comp set is an important selling tool. Learn how to use the STR report to win business.*
Group Sales Manager	Working with your CVB	Create strong relationships with your CVB partners to generate business opportunities and mutual success.*
Leadership	Building Rapport	To understand the purpose, tools and importance of building rapport with your sales managers before, during and after their meeting.*
Leadership	Coaching and Counseling	Learn how to mentor and develop your team.
Leadership	Effective Interviewing	Learn how to hire the right staff for the job.
Leadership	Performance Reviews	Learn how to develop your team with solid feedback.
Leadership	Role Overview	Learn what makes an effective leader not just a good manager.
Leadership	Successful Staffing	Understand the portrait of a star sales manager.
Leadership	Account Planning	To create a plan with the client to ensure all potential business is won in the future.*
Leadership	Run an Effective Sales Meeting	Learn to plan, design and facilitate highly effective sales meetings to engage team members and drive results using communication techniques, motivational messaging and active learning methodologies.*
Leadership	How to Facilitate a One-on-One	Learn how to prepare and run an effective one-on-one that will motivate each team member. Learn how to approach difficult conversations.*
Leadership	Attracting Top Talent	Understand the recruitment and talent challenges of today and learn strategies and tactics of how to set your culture and your organization apart to attract top talent and grow your bench-strength of future leaders.*

Role	Course	Description
Leadership	Retaining Top Talent	Understand the turnover challenges of today and the solutions to implement in order to retain talent and reduce the cost associated with turnover as well as to keep a strong culture focused on development and growth.*
Leadership	Spark for Leaders: Be the Spark	The power leaders give to a Platinum Service culture by demonstrating care for others, a shared purpose, values, and expected behaviors of the overarching service mission. Establish a culture where everyone matters. When employees feel connected, supported, and valued, conditions are suitable for commitment and growth.
Leadership	Spark for Leaders: See Them as Guests	"You have to unlearn what you've been taught about customer service and begin to see people - all of them - as guests, rather than customers, employees, or suppliers." Simon T. Bailey
Leadership	Spark for Leaders: Personalize the Experience	"Simply meeting demands and sticking to a tried-and-true formula won't cut it these days. Your customers have unique and varied personalities, so your customer service approach has to be uniquely personalized to suit each one." Simon T. Bailey
Leadership	Spark for Leaders: Anticipate Their Needs	"Your customers have two types of needs: Spoken and Unspoken. When you're able to anticipate what a customer might do based on who they are and what they may be concerned about, you create a branded moment." Simon T. Bailey
Leadership	Spark for Leaders: Respond Immediately	"Responding with immediate and appropriate service is about seizing each moment to go above and beyond to fulfill a need." - Simon T Bailey
Leadership	Spark for Leaders: Keep Them Loyal with Kindness	"Do you know how valuable loyal customers are? Loyal customers are worth up to ten times the amount they spend on their first purchase." - Simon T Bailey
Leisure Sales Manager	Closing Techniques	Learn how to effectively close the sale.*
Leisure Sales Manager	Overcoming Objections	Learn how to overcome obstacles and challenges in the sales process.*
Leisure Sales Manager	Presenting Creative Solutions	It's not about the pitch, but rather how to provide solutions to the client's needs.*

Role	Course	Description
Leisure Sales Manager	Qualifying Needs	Learn to fully understand the client's objectives and hidden objections.*
Leisure Sales Manager	Working with Consortias	Learn how to develop strong relationships and navigate with luxury agencies and Consortia's to maximize your participation and booking potential.*
Leisure Sales Manager	Working with TMCs	Gain a solid understanding of the leisure market and the priorities for this industry to leverage selling to transient market customers through travel agencies, individual travel, Elite Consortia and wholesale groups.*
Marketing Initiatives	How to Win in a Dynamic Market	Learn how to position your hotel to achieve the right mix of business and win market share.*
Marketing Initiatives	Working with Intermediary Parties	Learn how to maximize your relationship with key intermediary partners.
Personal Development	Building a Personal Brand	To learn how to be the most professional sales person that you can be.
Personal Development	Business Professionalism	It's not amateur hour! Learn all about how to be a professional and take yourself to the next level.*
Personal Development	Managing Stress	Learn how to define stress and explain why effective stress management is important, identify stressors, and utilize best practices to effectively manage stress at home and on the road.
Personal Development	Managing Up	To understand what it takes to manage up and work effectively with those above and below you.*
Personal Development	Maximizing Your Time	Learn how to manage your time wisely so that you can stay organized and nothing slips between the cracks.
Personal Development	Travel Etiquette	Learn all about work travel and what is appropriate when and where.*
Sales Initiatives	Goal Planning	To understand how goals are determined and how to ensure you make yours.
Sales Initiatives	Winning Site Inspections	Create a site inspection that impresses clients and wins business.
Sales Initiatives	Understanding Revenue Management	Learn the fundamental revenue management principals and how pricing strategies based on demand and seasonality are critical to the hotel's success.*

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Sales Initiatives	Winning Sales Calls	Learn what to do before every sales call and how to prepare using a winning formula designed to help set the situation, identify the customer's pain points, identify your goals, complement solutions and their value, and identify the action steps to advance the business to a close.*
Sales Initiatives	Tradeshow: Pre Planning	Learn how to prepare for a tradeshow and show up confidently to represent your company in the best way.*
Sales Initiatives	Tradeshow: Onsite Effectiveness	Learn how to best present yourself at a tradeshow and how to work the crowd onsite.*
Sales Initiatives	Tradeshow: Etiquette	Learn all about tradeshows and what is appropriate when and where.*
Sales Initiatives	Tradeshow: Post / ROI	Learn how to turn all the leads you got from the tradeshow into a return on your time and effort invested.*
Sales Initiatives	Networking Events	Learn all the tips and tricks to network successfully. Learn what is appropriate and how to handle various situations.*
Multiple Roles	Brilliant Presenter: CAKE	The first step in becoming a Brilliant Presenter is understanding the C.A.K.E model (Confidence, Authenticity, Knowledge, and Enthusiasm). Take this course to understand how you can unleash each aspect of the C.A.K.E model in your own presentations.
Multiple Roles	Brilliant Presenter: Just a Conversation	Your presentation should feel like a conversation with the audience. Whether your audience is one client or hundreds of people, the second course in the Brilliant Presenter series will help your presentation feel conversational.
Multiple Roles	Brilliant Presenter: Your Story	Facts Tell, Stories Sell. Stories are the most compelling part of any presentation. Take this course to learn how to hone your storytelling to make a greater impact on your audience.
Multiple Roles	Brilliant Presenter: Your Audience	Every presenter strives to connect with their audience. There are a number of ways you can connect with your audience and anticipate what they might be feeling or thinking. Take course number 4 in the Brilliant Presenter series to learn more!

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Multiple Roles	Brilliant Presenter: Outcome	The outcome of your presentation is anything you want the audience thinking, feeling, or doing as a result of what you say to them. Take course number 5 in the Brilliant Presenter Series to learn more!
Multiple Roles	Brilliant Presenter: Formula	The formula is the final course in our Brilliant Presenter series and ties a nice bow around all the previous courses. Use this formula as the final step in creating a memorable presentation.

**Courses In Development and Coming Soon*