

SalesBoost Course List

| Role | Course | Description |
|-------------------------------|--|---|
| 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 | 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 | Building Rapport | To understand the purpose, tools and importance of building rapport with clients before, during and after their event. |
| Business Travel Sales Manager | Closing Techniques | Learn how to effectively close the sale. |
| 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 | 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 | Experiential Selling | Coming Soon |
| Business Travel Sales Manager | Follow Up | Learn how to effectively manage follow up through proactive communication and time management. |
| Business Travel Sales Manager | Goal Planning | To understand how goals are determined and how to ensure you make yours.* |
| 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 | 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.* |
| 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.* |

| Role | Course | Description |
|-------------------------------|-------------------------------------|--|
| 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 | Making the Call | Learn how to prospect, leave a message and prepare for the call back. |
| 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 | Overcoming Objections | Learn how to overcome obstacles and challenges in the sales process. |
| Business Travel Sales Manager | Pre-Call Planning | To understand how to improve your preparation and reduce your overall effort.* |
| 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 | Qualifying Needs | Learn to fully understand the client's objectives and hidden objections. |
| Business Travel Sales Manager | Response Times | Learn how to effectively manage response times through proactive communication and time management. |
| 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 | Role Overview | To understand the role of the business travel sales person to the hotel and to the client.* |
| Business Travel Sales Manager | Strategic Selling | Coming Soon |
| 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.* |
| 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 | 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.* |

| Role | Course | Description |
|-------------------------------|--------------------------------------|---|
| Business Travel Sales Manager | Understanding Buyer Types | Learn to identify the various buyer types and how they influence the buying process. Understand how to customized your approach and communication with the various buyer types based on their individual objectives and needs. This is a critical skill used to win the sale!* |
| 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.* |
| 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 | Building Rapport | To understand the purpose, tools and importance of building rapport with clients before, during and after their event. |
| 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 | Closing Techniques | Learn how to effectively close the sale. |
| 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 | 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 | Designing Successful Events | As a Catering Sales Manager, events are your specialty. Being able to set the stage for a success program is critical not only to the hotel's profitability, but your growth as an Events professional. This course will include tools and best practices to help ensure your events and meetings are a success.* |
| 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.* |
| Catering Sales Manager | Experiential Selling | Coming Soon |
| Catering Sales Manager | Follow Up | Learn how to effectively manage follow up through proactive communication and time management. |
| Catering Sales Manager | Making the Call | Learn how to prospect, leave a message and prepare for the call back. |
| Catering Sales Manager | Overcoming Objections | Learn how to overcome obstacles and challenges in the sales process. |
| Catering Sales Manager | Pre-Call Planning | To understand how to improve your preparation and reduce your overall effort. |

| Role | Course | Description |
|-----------------------------------|--|--|
| 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 | Presenting Creative Solutions | It's not about the pitch, but rather how to provide solutions to the client's needs. |
| Catering Sales Manager | Qualifying Needs | Learn to fully understand the client's objectives and hidden objections. |
| Catering Sales Manager | Response Times | Learn how to effectively manage response times through proactive communication and time management. |
| Catering Sales Manager | Role Overview | To understand the role of the catering sales person to the hotel and to the client.* |
| Catering Sales Manager | Sensory Event Experiences | Understand how to incorporate the five senses into event design to drive engagement and execute successful event experiences.* |
| Catering Sales Manager | Strategic Selling | Coming Soon |
| 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 | 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 | Understanding Buyer Types | Learn to identify the various buyer types and how they influence the buying process. Understand how to customized your approach and communication with the various buyer types based on their individual objectives and needs. This is a critical skill used to win the sale!* |
| 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 | Weddings & Social Events | Become the wedding and social event expert by understanding the latest trends to maximize market share.* |
| 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 | 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 | Designing Successful Events | As a Conference Services Manager, events are your specialty. Being able to set the stage for a success program is critical not only to the hotel's profitability, but your growth as an Events professional. This course will include tools and best practices to help ensure your events and meetings are a success.* |
| Conference Services Sales Manager | Effective Communication | Learn how written and verbal communication can make your job easier. |

| Role | Course | Description |
|-----------------------------------|---------------------------------|---|
| 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.* |
| Conference Services Sales Manager | Experiential Selling | Coming Soon |
| Conference Services Sales Manager | Follow Up | Learn how to effectively manage follow up through proactive communication and time management. |
| 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 | Overcoming Objections | Learn how to overcome obstacles and challenges in the sales process.* |
| 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 | Qualifying Needs | Learn to fully understand the client's objectives and hidden objections. |
| Conference Services Sales Manager | Response Times | Learn how to effectively manage response times through proactive communication and time management. |
| 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 | Room Block Management | Successful room block management is key to a successful meeting and hotel profitability. Learn effective room block management techniques.* |
| Conference Services Sales Manager | Strategic Selling | Coming Soon |
| 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 | The Art of the Pre-Con | 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 | Understanding Buyer Types | Learn to identify the various buyer types and how they influence the buying process. Understand how to customize your approach and communication with the various buyer types based on their individual objectives and needs. This is a critical skill used to win the sale!* |
| Front Desk | Building Rapport | To understand the purpose, tools and importance of building rapport with guests before, during and after their stay. |
| Front Desk | Customized Service | Coming Soon |

| Role | Course | Description |
|--------------------------------|---|--|
| Front Desk | Driving Guest Loyalty Through Experiential Services | 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 |
| 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 | 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.* |
| Front Desk | Phone Etiquette | To master proper phone etiquette with guests and staff while effectively communicating amongst departments. |
| Front Desk | Qualifying Needs | Learn to fully understand the client's objectives and hidden objections. |
| Front Desk | Role Overview | To understand the role required at the front desk for the hotel and the client. |
| 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 | Teamwork: Everyone Sells | To create a culture of teamwork and engagement through understanding what makes up a successful and cohesive team.* |
| 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. |
| 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 Manager | Account Reviews | Coming Soon |
| Global Sales Manager | Business Development | Coming Soon |
| Global Sales Manager | Communicating with Your Hotel Partners | Coming Soon |
| Global Sales Manager | Experiential Selling | Coming Soon |
| Global Sales Manager | Global Sales as Trusted Advisor | Coming Soon |

| Role | Course | Description |
|------------------------------------|--|--|
| Global Sales Manager | Goal Planning / Goal Achievement | Coming Soon |
| Global Sales Manager | How to Fire an Account | Coming Soon |
| Global Sales Manager | How to Partner with Your Hotel Partners | Coming Soon |
| Global Sales Manager | Managing Time | Coming Soon |
| Global Sales Manager | Penetrating an Account | Coming Soon |
| Global Sales Manager | Powerful Persuasion Techniques | Coming Soon |
| Global Sales Manager | Pre-Call Planning | Coming Soon |
| Global Sales Manager | Presentation Skills - Control Your Environment | Coming Soon |
| Global Sales Manager | Prospecting | Coming Soon |
| Global Sales Manager | Sell Your Lead to the Hotel (Lead Quality Matters) | Coming Soon |
| Global Sales Manager | Site Inspections - How to Participate & Plan | Coming Soon |
| Global Sales Manager | Strategic Account Management | Coming Soon |
| Global Sales Manager | Strategic Selling | Coming Soon |
| Global Sales Manager | Strengthening Your Network & Client Relationships | Coming Soon |
| Global Sales Manager | Suggestive Selling | Coming Soon |
| Global Sales Manager | Total Account Management | Coming Soon |
| Global Sales Manager | Understanding Buyer Types | Learn to identify the various buyer types and how they influence the buying process. Understand how to customized your approach and communication with the various buyer types based on their individual objectives and needs. This is a critical skill used to win the sale!* |
| Global Sales Marketing Initiatives | Intermediary Business Plan | Learn how to maximize your relationship with key intermediary partners.* |
| Group Sales Manager | Account Penetration | Coming Soon |
| Group Sales Manager | Account Planning | To create a plan with the client to ensure all potential business is won in the future. |
| Group Sales Manager | Affinity (SMERF) Market Initiatives | To effectively sell and market to social and membership organizations (ie. sports, religious, fraternal and education). |

| Role | Course | Description |
|---------------------|--|---|
| 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 | Closing Techniques | Learn how to effectively close the sale. |
| 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 | Controlling the Moments of Truth | You have probably experienced a client interaction or site visit where everything was going well, until it wasn't anymore. Maybe you walked into a breakout space that was dirty or a showroom that was occupied. Take this course on Controlling the Moments of Truth to learn how to take charge of every client situation and be proactive during every step of the selling process. |
| 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 | Experiential Selling | Coming Soon |
| Group Sales Manager | Follow Up | Learn how to effectively manage follow up through proactive communication and time management. |
| Group Sales Manager | Making the Call | Learn how to prospect, leave a message and prepare for the call back. |
| 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 | Maximizing Social Channels for Prospecting | Coming Soon |
| Group Sales Manager | Overcoming Objections | Learn how to overcome obstacles and challenges in the sales process. |
| Group Sales Manager | Pre-Call Planning | To understand how to improve your preparation and reduce your overall effort. |
| 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 | Qualifying Needs | Learn to fully understand the client's objectives and hidden objections. |
| Group Sales Manager | Resort Fee Negotiation | Resort fees allow resorts and full service hotels to provide added value to guests through the additional amenities and services that are included. As a Group Sales Manager, you must be prepared on how to communicate the value of the resort fee and how to overcome resort fee concerns. In this course, you will learn best practices on how to position resort fees, negotiate for a win-win, as well as maintain profitable revenue for your property.* |
| Group Sales Manager | Response Times | Learn how to effectively manage response times through proactive communication and time management. |

| Role | Course | Description |
|----------------------|-------------------------------------|---|
| Group Sales Manager | Role Overview | To understand the role of the group sales person to the hotel and to the client.* |
| 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.* |
| Group Sales Manager | Selling to the Technology Market | To effectively sell and market to the technology group market.* |
| Group Sales Manager | Strategic Selling Strategies | You have learned the sales process, but now it is time to take it one step further. Take this course on Strategic Selling Strategies to learn how to better prospect, overcome objections, and facilitate more opportunities to close.* |
| 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 | Total Profit Management | Coming Soon |
| Group Sales Manager | Understanding Buyer Types | Learn to identify the various buyer types and how they influence the buying process. Understand how to customize your approach and communication with the various buyer types based on their individual objectives and needs. This is a critical skill used to win the sale!* |
| 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 | 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 | Working with your CVB | Create strong relationships with your CVB partners to generate business opportunities and mutual success.* |
| Intro to Hospitality | Destination Knowledge | Coming Soon |
| Intro to Hospitality | Event Planning 101 | Coming Soon |

| Role | Course | Description |
|----------------------|--------------------------------------|---|
| Intro to Hospitality | Everybody Sells: Selling Your Hotel | Coming Soon |
| Intro to Hospitality | Food & Beverage in the Hotel | Coming Soon |
| Intro to Hospitality | Hospitality 101 | In this course, you will be introduced to the Hospitality Industry. You'll learn about the exciting aspects of the industry, its various facets and the resources needed to be successful. |
| Intro to Hospitality | Hospitality Ethics | Coming Soon |
| Intro to Hospitality | Hotel Operations 101 | There are many departments within a hotel and various roles within each. These can include the Front of the House and the Back of the House and each are responsible for keeping the hotel operational. This course will examine the roles and responsibility of those departments and how they work together as well as review common career paths. |
| Intro to Hospitality | Hotel Sales 101 | Within a hotel, there are many departments and various roles within each. One of the lesser known is the Sales & Marketing Department. This course will dive into the various roles within a hotel Sales & Marketing Department, an overview of their responsibilities and day-to-day as well as the types of characteristics that are successful in those roles. |
| Intro to Hospitality | Understanding Customer & Guest Types | Coming Soon |
| Intro to Hospitality | Using Your Tools: Lead Management | Coming Soon |
| Intro to Hospitality | Vendor & Partner Relations | Coming Soon |
| Intro to Hospitality | Welcome to the Hotel World | One of the major segments of the hospitality industry is Lodging. This course will discuss the various lodging types, the categories, and the tiers and accreditation of hotels. We will also review the organizational structure of hotels, including the different departments and the roles and responsibilities of the staff within a hotel. |
| Intro to Hospitality | Working with your CVB | Coming Soon |
| Leadership | Account Planning | To create a plan with the client to ensure all potential business is won in the future.* |
| 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.* |
| Leadership | Behavioral Interviewing | Learn the definition of behavioral interviewing and it's importance in the interview process and provide best practices for asking these questions and interpreting the responses to ensure solid hiring decisions are made. |

| Role | Course | Description |
|------------|---|--|
| Leadership | Building a Culture of Accountability | Coming Soon |
| Leadership | Building Rapport | To understand the purpose, tools and importance of building rapport with your sales managers before, during and after their meeting.* |
| Leadership | Building Your Team's Critical Thinking Skills | Coming Soon |
| Leadership | Coaching and Counseling | Learn how to mentor and develop your team. |
| Leadership | Conflict Management | Learn practical conflict resolution techniques and strategies to prevent, identify, manage and resolve conflict within the workplace.* |
| Leadership | Cultivating Team Engagement | Coming Soon |
| Leadership | Effective Interviewing | Learn how to hire the right staff for the job. |
| Leadership | Igniting Collaboration & Teamwork | Coming Soon |
| Leadership | Interviewing - Background & Resume Review | A candidate's resume is a crucial component in exploring their background and prior experience. This course will provide useful tools to uncover more detail around a candidate's work history, personal experiences and skill set. |
| Leadership | Interviewing - Building Rapport | Rapport is the connection between two people. Building rapport during an interview is key to making a candidate feel comfortable which allows you a more accurate idea of who they are and aids in determining whether the candidate will be a good fit. This course will review the importance of building rapport in an interview and provide best practices to help you do so. |
| Leadership | Interviewing - Next Steps & Process Updates | Interviewing can be an intense process for both the candidate as well as the interviewer, but it is also a necessary and rewarding part of the job as a leader. And the conclusion of the interview and follow up can be just as important as the interview itself. This course will explain how to successfully conclude an interview, review candidate feedback and communicate next steps in the process. |
| Leadership | Managing Diversity | Coming Soon |
| Leadership | Managing Harassment | Coming Soon |
| Leadership | Mastering One-on-Ones | Learn how to prepare and run an effective one-on-one that will motivate each team member. Learn how to approach difficult conversations. |

| Role | Course | Description |
|------------|--|--|
| Leadership | Performance Reviews | Learn how to develop your team with solid feedback. |
| Leadership | Problem Solving | Coming Soon |
| 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 | Role Overview | Learn what makes an effective leader not just a good manager. |
| 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 | 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: 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: 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 |
| 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: 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: 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 | Staff Management | Coming Soon |
| Leadership | Staying Relevant | Coming Soon |

| Role | Course | Description |
|-----------------------|--|---|
| Leadership | Strategic Planning | Coming Soon |
| Leadership | Successful Staffing | Understand the portrait of a star sales manager. |
| 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.* |
| 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 Consortias 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 Consortias and wholesale groups.* |
| Marketing Initiatives | Branding & Guidelines | Coming Soon |
| Marketing Initiatives | How to Build Efficient Website Content | Coming Soon |
| 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 | Introduction to Digital Marketing | Coming Soon |
| Marketing Initiatives | Introduction to Marketing | Coming Soon |
| Marketing Initiatives | Power of Storytelling | Coming Soon |
| Marketing Initiatives | Revenue Management for Marketing | Coming Soon |
| Marketing Initiatives | Successful Social Media Strategies | Coming Soon |
| Marketing Initiatives | Working with Intermediary Parties | Learn how to maximize your relationship with key intermediary partners. |

| Role | Course | Description |
|----------------------|--|---|
| 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: 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. |
| 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: 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: 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! |
| 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. |
| 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. |
| 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.* |

| Role | Course | Description |
|------------------------|--|---|
| Quick Serve Restaurant | Alternate Suggestion | Learn how to handle a request for an item that is no longer available. Understanding your menu is important to offer an alternative suggestion in order to create a positive guest experience. |
| Quick Serve Restaurant | Delayed Greeting | All guests should be greeted immediately as they approach the counter. Understand the importance of greeting guests in all situations; especially during peak hours. |
| Quick Serve Restaurant | Guest Compliment | Compliments should be taken just as seriously as complaints. Learn how to accept a guest compliment and celebrate with your team members. |
| Quick Serve Restaurant | Inappropriate Team Member Behavior | Every guest should be treated with respect and have a great restaurant experience. Learn how to handle a complaint from a guest regarding inappropriate team member behavior. |
| Quick Serve Restaurant | Incomplete Order in the Dining Room | Learn how to quickly and effectively handle a guest with an incomplete order. |
| Quick Serve Restaurant | Incorrect Order from the Drive-Thru | Learn how to quickly and effectively handle an incorrect order from a drive-thru guest. |
| Quick Serve Restaurant | Long Wait for Order | Learn how to address and handle a complaint about the length of service. |
| Quick Serve Restaurant | Request to Clean Tables | Learn how to effectively handle a complaint regarding a dirty dining room. |
| Quick Serve Restaurant | Restroom Restock | Learn how to properly address a guest complaint regarding the restroom. |
| Quick Serve Restaurant | Table Touches | A memorable restaurant experience happens when you are able to be proactive with your guest service. Learn how to effectively perform table touches in order to anticipate needs and get valuable feedback from guests. |
| Quick Serve Restaurant | Upselling | Upselling is important to help ensure a great guest experience. Upselling is effective when you have high confidence. Learn how to use your knowledge of the menu to successfully suggest enhancements or add-ons to every guest order. |
| Quick Serve Restaurant | Working with Third-Party Delivery Services | Third-Party orders are just as important as any other guest order. Learn how to efficiently prepare and communicate with third-party delivery services to ensure a seamless pick-up order. |
| Revenue Management | Business Evaluation | Coming Soon |
| Revenue Management | Distribution Channel Management | Coming Soon |

| Role | Course | Description |
|--------------------|--|--|
| Revenue Management | Effective Revenue Management Meetings | Coming Soon |
| Revenue Management | Forecasting & Budgeting | Coming Soon |
| Revenue Management | Leading the Strategy Discussion | While STR is the best tool for doing a post-mortem of what has happened it is also a great tool to help make future decisions and recommendations. Take this course to understand how to organize your strategy for your leadership. |
| Revenue Management | Market Mix Strategy | Coming Soon |
| Revenue Management | Marketing Demand Assessment | Coming Soon |
| Revenue Management | Marketing Promotions | Coming Soon |
| Revenue Management | Maximizing STR & Revenue Management Tools | In order to properly compare your property's performance against the comp set, you need to know the data STR provides you and what the numbers mean. |
| Revenue Management | Revenue Management Tools & Resources | Coming Soon |
| Revenue Management | Role Overview | In order to properly compare your property's performance against the comp set, you need to know the data STR provides you and what the numbers mean. |
| Revenue Management | Trend Analysis and Strategy Development | With a foundation and understanding of: What the STR report is, STR Hotel Performance, Hotel Performance against the comp set, These Best Practices help you create a platform to guide your strategies going forward. |
| Revenue Management | Understanding Key Metrics | You will do a deep-data-dive to learn how to analyze STR Fundamental Data Keys to objectively evaluate your property's performance relative to your comp set. |
| Sales Initiatives | Boost Your Network & Your Referrals | Coming Soon |
| Sales Initiatives | Defining Your Value Proposition & 30-Second Commercial | Coming Soon |
| Sales Initiatives | Everyone Sells! Cross-Departmental Sales Collaboration | Coming Soon |
| Sales Initiatives | Goal Planning | To understand how goals are determined and how to ensure you make yours. |

| Role | Course | Description |
|-------------------|--|--|
| Sales Initiatives | Networking Events | Learn all the tips and tricks to network successfully. Learn what is appropriate and how to handle various situations.* |
| Sales Initiatives | Prospecting for New Business & Getting the Buyer's Attention | Coming Soon |
| Sales Initiatives | The Power of Persuasion | Coming Soon |
| Sales Initiatives | Tradeshow: Etiquette | Learn all about tradeshows and what is appropriate when and where.* |
| Sales Initiatives | Tradeshow: Onsite Effectiveness | Learn how to best present yourself at a tradeshow and how to work the crowd onsite.* |
| 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 | Tradeshow: Pre Planning | Learn how to prepare for a tradeshow and show up confidently to represent your company in the best way.* |
| Sales Initiatives | Understanding Buyer Types | Learn to identify the various buyer types and how they influence the buying process. Understand how to customized your approach and communication with the various buyer types based on their individual objectives and needs. This is a critical skill used to win the sale!* |
| 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.* |
| Sales Initiatives | Why Won't They Call Me Back? | Coming Soon |
| 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 pain points, identify your goals, complement solutions and their value, and identify the action steps to advance the business to a close.* |
| Sales Initiatives | Winning Site Inspections | Create a site inspection that impresses clients and wins business. |
| Wedding Sales | Building Rapport / Attention | Coming Soon |
| Wedding Sales | Closing Techniques | Coming Soon |
| Wedding Sales | Cultural Weddings | Coming Soon |

| Role | Course | Description |
|---------------|-------------------------------|-------------|
| Wedding Sales | Marketing Weddings | Coming Soon |
| Wedding Sales | Overcoming Objections | Coming Soon |
| Wedding Sales | Presenting Creative Solutions | Coming Soon |
| Wedding Sales | Qualifying / Inquiry | Coming Soon |
| Wedding Sales | Selling Destination Weddings | Coming Soon |
| Wedding Sales | Selling Intimate Weddings | Coming Soon |
| Wedding Sales | Successful Negotiations | Coming Soon |
| Wedding Sales | Upselling | Coming Soon |

**Courses In Development and Coming Soon*