



salesboost<sup>®</sup>

# COURSE CATALOG

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| COURSE TOPICS  | DESCRIPTION   |
|--|---|
| <b><u>Leadership</u></b>   | <u>Elevate your management skills, cultivate exceptional guest experiences, and master the art of driving operational excellence.</u>   |
| <b><u>Lodging</u></b><br>Business Travel, Catering Sales,<br>Conference Sales, Front Desk,<br>Group Sales & Global Sales | <u>Unleash your potential and stay ahead in the dynamic world of hospitality, mastering every aspect of the industry's diverse and ever-evolving landscape.</u>                                     |
| <b><u>Customer Experience</u></b>  | <u>Unlock the secrets to exceptional customer experiences with our comprehensive CX course series. In this series, you will master the 5 CX essentials to an unprecedented customer experience.</u> |
| <b><u>Personal Development</u></b>   | <u>From mastering communication skills to cultivating a balanced lifestyle, embark on a transformative journey towards becoming the best version of yourself with these comprehensive courses.</u>  |
| <b><u>Restaurants</u></b>  | <u>Elevate your customer engagement skills, polish your tableside manner, and master the art of creating memorable dining experiences.</u>  |
| <b><u>Social Media Marketing</u></b>   | <u>Unleash the true potential of your brand's online presence with our exclusive series of courses crafted for social media marketing in the hospitality industry.</u>                              |
| <b><u>Revenue Optimization</u></b>   | <u>Maximize profitability and stay ahead of the competition with this comprehensive courses focused on revenue management and optimization in the hospitality industry.</u>                         |
| <b><u>Free Content</u></b>   | <u>Dive into a wealth of knowledge and inspiration with our enriching series of free content, featuring webinars, podcasts, ebooks, and downloadable resources.</u>                                 |



# LEADERSHIP

*course offerings*

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# LEADERSHIP

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## COURSE NAME

## COURSE DESCRIPTION

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|                              |   |
|------------------------------|---|
| Role Overview                | <i>Learn what makes an effective leader not just a good manager.</i>  |
| Successful Staffing          | <i>Understand the portrait of a star team member.</i>   |
| Effective Interviewing       | <i>Learn how to hire the right staff for the job.</i>   |
| Mastering 1:1's              | <i>Learn how to prepare and hold an effective one-on-one that will motivate each team member.<br/>Learn how to approach difficult conversations.</i>  |
| Coaching & Counseling        | <i>Learn how to effectively mentor and develop your team by coaching them to success.</i>   |
| Performance Reviews          | <i>Learn how to develop your team with solid feedback that gets results and motivates your team.</i>  |
| Building Rapport             | <i>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.</i>                            |
| Background & Resume Review   | <i>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.</i>  |
| Behavioral Interviewing      | <i>Learn the definition of behavioral interviewing and its importance in the interview process and provide best practices for asking these questions and interpreting the responses to ensure solid hiring decisions are made.</i>  |
| Next Steps & Process Updates | <i>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.</i> |

# LEADERSHIP

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SPARK FOR LEADERS -  
BY SIMON T. BAILEY

## COURSE DESCRIPTION

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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.*

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*

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*

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*

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*

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

COMING SOON

## ADVANCED COURSES

## COURSE DESCRIPTION

Foundations of Transformational Leadership

*Gain a comprehensive understanding of transformational leadership, develop self-awareness and reflection skills, and learn to inspire and empower teams for positive change in this course.*

Leading Change and Innovation

*Leading Change and Innovation is a practical course that equips participants with skills to drive transformation, foster innovation, and overcome resistance. Gain strategies to communicate vision, manage risk, and involve employees. Be a catalyst for organizational growth and success.*

Emotional Intelligence and Communication

*Develop emotional intelligence, active listening, and public speaking skills to inspire and motivate your team, while fostering a positive work environment for lasting impact.*

Leading Teams

*Develop essential skills to manage team dynamics, handle conflict, and foster a collaborative environment that builds trust and promotes productivity.*

Ethics and Social Responsibility

*Gain invaluable insights into the role of ethics in effective leadership, cultivate your personal code of ethics, and learn how to foster a culture of social responsibility within your organization.*

Leading for the Future

*Equip yourself with the skills and knowledge to drive your organization forward into a thriving future of transformative leadership and continuous growth.*

Performance Analysis Reporting

*Gain expertise in analyzing performance data, generating insightful reports, and tracking key performance indicators (KPIs) to make data-driven decisions for each hotel in your portfolio.*

Financial Acumen

*Gain essential skills in budgeting, forecasting, and cost control, while learning to analyze financial reports and develop strategies to optimize revenue and profitability for hotel portfolios.*



# LODGING

*course offerings*

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[www.salesboost.com](http://www.salesboost.com)

# LODGING

## Intro to Hospitality

*Courses listed below are developed specifically for a new hospitality professional.*

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| COURSE NAME                | COURSE DESCRIPTION   |
|----------------------------|--|
| Welcome to the Hotel World | <i>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.</i>                          |
| Hospitality 101            | <i>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.</i>  |
| Hotel Sales 101            | <i>Within a hotel, there are many departments and various roles within each. One of the lesser known is the Sales &amp; Marketing Department. This course will dive into the various roles within a hotel Sales &amp; Marketing Department, an overview of their responsibilities and day-to-day as well as the types of characteristics that are successful in those roles.</i> |
| Hotel Operations 101       | <i>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.</i>                      |

# LODGING

## Business Travel Sales

*Courses listed below are developed specifically for a Business Travel Sales Professional.*

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| COURSE NAME                   | COURSE DESCRIPTION  |
|-------------------------------|---|
| Role Overview                 | <i>To understand the role of the business travel salesperson to the hotel and the client.*</i>                                  |
| Building Rapport              | <i>To understand the purpose, tools and importance of building rapport with clients before, during and after their meeting.</i> |
| Qualifying Needs              | <i>Learn to fully understand the client's objectives and hidden objections.</i>   |
| Presenting Creative Solutions | <i>It's not about the pitch, but rather how to provide solutions to the client's needs.</i>                                     |
| Overcoming Objections         | <i>Learn how to overcome obstacles and challenges in the sales process.</i>   |
| Closing Techniques            | <i>Learn how to close the sale effectively.</i>   |
| Account Planning              | <i>To create a plan with the client to ensure all potential business is won in the future.</i>                                  |
| Making the Call               | <i>Learn how to prospect, leave a message and prepare for the call back.</i>  |
| Follow Up                     | <i>Learn how to effectively manage follow up through proactive communication and time management.</i>                           |
| Response Times                | <i>Learn how to effectively manage response times through proactive communication and time management.</i>                      |

# LODGING

## Catering Sales

*Courses listed below are developed specifically for a Catering Sales Professional.*

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| COURSE NAME                   | COURSE DESCRIPTION  |
|-------------------------------|---|
| Building Rapport              | <i>To understand the purpose, tools and importance of building rapport with clients before, during and after their meeting.</i>                 |
| Qualifying Needs              | <i>Learn to fully understand the client's objectives and hidden objections.</i>   |
| Presenting Creative Solutions | <i>It's not about the pitch, but rather how to provide solutions to the client's needs.</i>   |
| Overcoming Objections         | <i>Learn how to overcome obstacles and challenges in the sales process.</i>   |
| Closing Techniques            | <i>Learn how to close the sale effectively.</i>   |
| Account Planning              | <i>To create a plan with the client to ensure all potential business is won in the future.</i>  |
| Pre-Call Planning             | <i>To understand how to improve your preparation and reduce your overall effort.</i>  |
| Making the Call               | <i>Learn how to prospect, leave a message and prepare for the callback.</i>   |
| Follow Up                     | <i>Learn how to effectively manage follow up through proactive communication and time management.</i>   |
| Response Times                | <i>Learn how to effectively manage response times through proactive communication and time management.</i>                                      |
| Upselling                     | <i>Learn how to offer enhanced options by using your qualifying and listening skills to provide customized creative solutions to customers.</i> |
| Successful Negotiations       | <i>To win an account by negotiating based on what is important to the hotel and to the client.</i>  |

# LODGING

## Conference Services

*Courses listed below are developed specifically for a Conference Services Professional.*

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| COURSE NAME                   | COURSE DESCRIPTION  |
|-------------------------------|---|
| Role Overview                 | <i>To understand the role of the convention services person to the hotel and the client.</i>  |
| Building Rapport              | <i>To understand the purpose, tools and importance of building rapport with clients before, during and after their meeting.</i>   |
| Qualifying Needs              | <i>Learn to fully understand the client's objectives and hidden objections.</i>   |
| Follow Up                     | <i>Learn how to effectively manage follow up through proactive communication and time management.</i>   |
| Response Times                | <i>Learn how to effectively manage response times through proactive communication and time management.</i>  |
| Upselling                     | <i>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.</i> |
| Successful Negotiations       | <i>To win an account by negotiating based on what is important to the hotel and to the client.</i>  |
| Effective Communication       | <i>Learn how written and verbal communication can make your job easier.</i>   |
| Designing Successful Events   | <i>This course will define event design and provide tools and best practices to create beautifully orchestrated events.</i>   |
| Mastering Top-Notch Turnovers | <i>This course will include tools and best practices for a seamless turnover process and memorable introduction to the client to ensure your events and meetings are a success.</i>   |

# LODGING

## Front Desk

*Courses listed below are developed specifically for a Front Desk Professional.*

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| COURSE NAME                            | COURSE DESCRIPTION   |
|--|--|
| Role Overview                          | <i>This course will outline the role and responsibilities of a customer service professional as well as best practices to deliver quality service and exceed expectations.</i> |
| Building Rapport                       | <i>To understand the purpose, tools and importance of building rapport with customers.</i>   |
| Phone Etiquette                        | <i>To master proper phone etiquette with guests and staff while effectively communicating amongst departments.</i>   |
| Qualifying Needs                       | <i>Learn to fully understand the client's objectives and hidden objections.</i>  |
| Handling Objections & Service Recovery | <i>To effectively uncover a guest complaint or objection and how to create and deliver a successful service recovery plan.</i>   |
| Upselling                              | <i>To build an understanding of the benefits of services and upselling to grow your hotel's profitability and guest satisfaction.</i>  |

# LODGING

## Group Sales

*Courses listed below are developed specifically for a Group Sales Professional.*

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| COURSE NAME                         | COURSE DESCRIPTION  |
|-------------------------------------|---|
| Role Overview                       | <i>To understand the role of the group sales person to the hotel and the client.</i>  |
| Building Rapport                    | <i>To understand the purpose, tools and importance of building rapport with clients before, during and after their meeting.</i>   |
| Qualifying Needs                    | <i>Learn to fully understand the client's objectives and hidden objections.</i>   |
| Presenting Creative Solutions       | <i>It's not about the pitch, but rather how to provide solutions to the client's needs.</i>   |
| Overcoming Objections               | <i>Learn how to overcome obstacles and challenges in the sales process.</i>   |
| Closing Techniques                  | <i>Learn how to close the sale effectively.</i>   |
| Account Planning                    | <i>To create a plan with the client to ensure all potential business is won in the future.</i>  |
| Pre-Call Planning                   | <i>To understand how to improve your preparation and reduce your overall effort.</i>  |
| Making the Call                     | <i>Learn how to prospect, leave a message and prepare for the callback.</i>   |
| Affinity (SMERF) Market Initiatives | <i>To effectively sell and market to social and membership organizations (ie. sports, religious, fraternal and education).</i>  |
| Follow Up                           | <i>Learn how to effectively manage follow up through proactive communication and time management.</i>   |
| Response Times                      | <i>Learn how to effectively manage response times through proactive communication and time management.</i>  |
| Upselling                           | <i>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.</i> |
| Contract Negotiations               | <i>To win an account by negotiating based on what is important to the hotel and to the client.</i>  |
| Winning Short-Term Business         | <i>Learn how to maximize revenue from the small meetings market with and without guest rooms.</i>   |

# Sales Initiatives

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## COURSE NAME

## COURSE DESCRIPTION

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Sales Initiatives: Winning Site Inspections

*Create a site inspection that impresses clients and wins business.*

Sales Initiatives: Goal Planning

*To understand how goals are determined and how to ensure you make yours.*

# LODGING

## Global Sales

*Courses listed below are developed specifically for a Global Sales Professional.*



NEW  
COURSES

| COURSE NAME                            | COURSE DESCRIPTION   |
|--|--|
| Role Overview                          | <i>Understand the key roles of a Global Sales Professional and why it is important to be seen as a trusted advisor and collaborator with your hotel partners, your intermediary partners, and your end-user customers.</i>                               |
| Providing Quality Leads and Intel      | <i>This course explores the importance of lead quality, emphasizing the key data points to include in a high-quality lead and the essential resources required for its successful distribution.</i>  |
| Business Development                   | <i>Identify and cultivate potential clients with opportunities across multiple hotels, build strategic partnerships, and unlock untapped revenue streams to achieve unprecedented growth and profitability for your organization and hotel partners.</i> |
| Understanding Total Account Value      | <i>Learn how to determine the total value of an account, the benefits of maximizing on the total value of an account, and how to implement TAM in your business development strategy.</i>  |
| Strategic Account Management           | <i>Learn how to build value-driven strategic relationships with your key customers at the enterprise level that can help long-term development and retention, thereby maximizing revenue potential.</i>  |
| Successful Account Penetration         | <i>Understand how to map an account and successfully penetrate an account to maximize the total spend of their business to your organization or brand.</i>   |
| Collaborating with your Hotel Partners | <i>Learn how to cultivate strong relationships and consistent communication plans with your Hotel Partners.</i>  |
| Understanding Buyer Types              | <i>Identify and tailor your approach to various buyer types, anticipate objections, and build meaningful relationships with clients.</i>   |



# CUSTOMER EXPERIENCE

## *course offerings*

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[www.salesboost.com](http://www.salesboost.com)

# Customer Experience

NEW  
COURSES

## COURSE NAME

## COURSE DESCRIPTION

### Role Overview

*This course will outline the role and responsibilities of a customer service professional as well as best practices to deliver quality service and exceed expectations to differentiate your organization and build long-term customer loyalty.*

### Own the Experience

*Providing an unprecedented Customer Experience (CX) is more than offering great service. It means offering a great experience from the awareness stage, through the purchasing or servicing process, and finally through the post-purchase or service process. This course teaches you how to Own the entire Customer Experience.*

### Elevate Engagement

*Asking the right questions and looking to understand is key before you can offer any solution. The second step when creating a customer experience is to Elevate Engagement. This course teaches you key tactics to elevate the conversation from a "break-fix" to a shared and agreeable outcome.*

### Be The Expert

*Part of creating an exceptional Customer Experience is clearly articulating solutions with confidence. This course will teach you the third step of creating a superior customer experience, presenting yourself as the expert connection. You will understand how to apply the skills to demonstrate confidence and maintain control of the situation and the customer experience.*

### Message Effectively

*The fourth step when creating a customer experience is to Message Effectively. In this course, you will learn communication techniques, phraseology, and keywords that will positively impact the customer, no matter the circumstance.*

### Projecting Excellence

*Projecting excellence at all times is part of a strong culture and creating customer loyalty. In this course, you will learn strategies and tactics to project the company's culture of service with your customers and your internal customers – your teammates. You will be able to demonstrate a high level of customer service intensity, articulate what excellence means, and how to deliver the CX Essentials with confidence.*



# PERSONAL DEVELOPMENT

*course offerings*

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[www.salesboost.com](http://www.salesboost.com)

# Personal Development

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## COURSE NAME

## COURSE DESCRIPTION

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C.A.K.E.

*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.*

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.*

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.*

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!*

The 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!*

The 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.*

Building a Personal Brand

*To learn how to be the most professional salesperson that you can be.*

Maximizing Your Time

*learn how to manage your time wisely to stay organized and ensure nothing slips through the cracks..*

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.*



# RESTAURANT

*course offerings*

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# Restaurants

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| COURSE NAME                                | COURSE DESCRIPTION  |
|--|---|
| Alternate Suggestion                       | <i>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.</i> |
| Delayed Greeting                           | <i>All guests should be greeted immediately as they approach the counter. Understand the importance of greeting guests in all situations; especially during peak hours.</i>                           |
| Guest Compliment                           | <i>Compliments should be taken just as seriously as complaints. Learn how to accept a guest compliment and celebrate with your team members.</i>  |
| Inappropriate Team Member Behavior         | <i>Learn how to handle a complaint from a guest regarding inappropriate team member behavior.</i>   |
| Incomplete Order in the Dining Room        | <i>Learn how to quickly and effectively handle a guest with an incomplete order.</i>  |
| Incorrect Order from the Drive-Thru        | <i>Learn how to quickly and effectively handle an incorrect order from a drive-thru guest.</i>  |
| Long Wait for Order                        | <i>Learn how to address and handle a complaint about the length of service.</i>   |
| Request to Clean Tables                    | <i>Learn how to effectively handle a complaint regarding a dirty dining room.</i>   |
| Restroom Restock                           | <i>Learn how to properly address a guest complaint regarding the restroom.</i>  |
| Table Touches                              | <i>Learn how to effectively perform table touches in order to anticipate needs and get valuable feedback from guests.</i>   |
| Upselling                                  | <i>Learn how to use your knowledge of the menu to successfully suggest enhancements or add-ons to every guest order.</i>  |
| Working with Third-Party Delivery Services | <i>Learn how to efficiently prepare and communicate with third-party delivery services to ensure a seamless pick-up order.</i>  |

In Partnership With  
HOTEL SOCIAL  
*Simplified™*

A person is standing against a bright yellow background, holding a large, square, pink piñata with fringed edges in front of their face. The piñata has a white heart and the number '1' on it. The person is wearing an orange jacket, a yellow shirt, yellow shorts, and white sneakers.

# Social Media Marketing *course offerings*

[www.farrellpublicrelations.com](http://www.farrellpublicrelations.com)

# Social Media Marketing

| COURSE NAME                                     | COURSE DESCRIPTION   |
|---|--|
| Intro to Digital Marketing                      | <i>Understanding what digital marketing is and why it is important. Become familiar with some of the central types of digital marketing used by brands.</i>  |
| How to See Success with Social                  | <i>Uncover why consistency is the secret to success in social media marketing, as well as how to use KPIs to measure your performance on social media.</i>   |
| Social Media as a Sales Tool                    | <i>Learn how social media is an essential and free tool that can be used to accomplish your marketing goals.</i>   |
| Social Media Manager Responsibilities           | <i>Understand the various social media industry roles. Learning the daily, weekly, and monthly responsibilities that your sales and marketing teams should know and put to practice.</i>                 |
| Know Your Audience                              | <i>Define and reach your ideal guest and show them what your hotel is all about through brand voice.</i>   |
| Setting Your Social Content Strategy            | <i>Learn how to set up a social content strategy using metrics maps and content pillars. Additionally, what your content should aim to do.</i>   |
| Organizing Social Media Content                 | <i>Demonstrate consistency when managing a brand's social media content. Be able to explain what a social network algorithm is and what it does.</i>   |
| Social Media Photography, Videography, Graphics | <i>Learn about the various tips and tricks you can apply to your photos and videos. While understanding third-party applications best for creating on-the-go content.</i>                                |
| Social Media Promotions                         | <i>Learn what the key promotional guidelines to know for each major social network, the various types of promotional campaigns, and which ones would work best for your particular content strategy.</i> |
| Social Media Partnerships                       | <i>Find out how to expand your reach and establish trust with your audience along with what kinds of business or influencer partnerships with whom your hotel should collaborate.</i>                    |

# Social Media Marketing

NEW  
COURSES

## INTERMEDIATE COURSES

## COURSE DESCRIPTION

|   |   |
|---|---|
| Introduction to Facebook                  | <i>Learn best practices that help paint an accurate picture of organic Facebook marketing and why it is a critical prerequisite to investing in paid advertising on the platform.</i>                             |
| Fundamentals of a Facebook Business Page  | <i>This course will provide best practices to help hoteliers understand the ever-evolving landscape of a Facebook Business Page</i>   |
| Fundamentals of a Facebook Business Page  | <i>This course will provide best practices to help hoteliers understand the ever-evolving landscape of a Facebook Business Page.</i>  |
| The New Page Experience                   | <i>Master the New Page Experience update on Facebook Business Pages with best practices, understanding the differences from Classic Pages, and its impact on your team's Business Page management.</i>            |
| Introduction to Meta Business Suite       | <i>Learn how to navigate your Meta Business Suite tool efficiently by addressing the various features found on the homepage.</i>  |
| The Tools of Meta Business Suite          | <i>This course will provide best practices tailored for hospitality professionals looking to enhance their Page management skills with Meta Business Suite.</i>   |
| Managing with Meta Business Suite         | <i>Learn the various features of the Meta Business Suite toolbox to efficiently and effectively manage your Business Page and execute your overall Facebook marketing strategies.</i>                             |
| Tracking with Facebook Insights           | <i>Set goals and track your performance to enhance your understanding of how to most effectively develop and adjust the various operations of managing your hotel's Business Page</i>                             |
| Crafting Organic Facebook Content         | <i>Learn how to craft a powerful content strategy to help build your hotel's organic presence on Facebook.</i>  |
| Developing your Organic Facebook Strategy | <i>Learn best practices in combining Facebook's numerous business features with high-performing task management to craft an effective marketing strategy that will help you reach your hotel's business goals</i> |

*In Partnership With*

# HOTEL SOCIAL *Simplified*™



*Nora Minichino*

Founder & CEO

*I'm Nora, a 15-year PR veteran, pun enthusiast, and lover of all things leopard print. I started Farrell PR in January 2020 – I know, great timing – because I saw a need to help small businesses manage their marketing efforts efficiently and affordably. With COVID in full swing, small businesses needed more help than ever, so I put my years of public relations experience to work helping people find ways to promote their business in this new digital world – so seriously, it was great timing!*

*As the world began to depend more and more on digital marketing, I saw hoteliers with little-to-no social media experience or understanding begin to struggle more and more. Challenging times also brought significant budget cuts so hotels who were once able to hire agencies to handle social media, no longer could afford it. The need for a basic education on how social media can help hotels specifically, especially regarding what content to post and how to post it, became very apparent which is why I created this certification.*

**Start Today!**



*In Partnership With*



**RevenueTree**  
cultivating hospitality revenue leaders

# Revenue Optimization *course offerings*

[www.revenue-tree.com](http://www.revenue-tree.com)



# Revenue Optimization

| COURSE NAME                                   | COURSE DESCRIPTION  |
|---|---|
| Revenue Optimization Concepts                 | <i>In the Revenue Optimization Concepts course, you will learn the basic concepts of the revenue discipline.</i>  |
| The Roles of Revenue Optimization             | <i>The Roles of Revenue Optimization course will provide you with an in-depth understanding of the various paths and knowledge levels needed to pursue a Revenue Optimization career.</i> |
| Revenue Optimization C.A.S.D.E.               | <i>In the Revenue Optimization C.A.S.D.E. course, you will develop a knowledge of the cyclical nature of optimizing revenues in the hospitality industry.</i>                             |
| Basic Distribution Strategy                   | <i>By taking the Basic Distribution Strategy Course you will be able to demonstrate the types of customers and their unique methods used to secure reservations.</i>                      |
| Pricing and Parity Essentials                 | <i>In the Pricing and Parity Essentials course, you will examine the multiple facets of setting a hotel's pricing strategy.</i>   |
| Room Inventory Strategy & Management Concepts | <i>By completing the Key Elements of Inventory Strategy Course, you will be able to explain the relationship of inventory to pricing strategies.</i>                                      |
| Data Facts & Stats                            | <i>The Data Facts &amp; Stats course will assist you in determining what data is, where it comes from, and how to apply it in the world of Revenue Optimization.</i>                      |
| Successful Revenue Strategy Meetings          | <i>The Successful Revenue Strategy Meetings course, you will gain insight on how to drive a thoughtful and effective strategy meeting.</i>  |



# Revenue Optimization

NEW  
COURSES

## INTERMEDIATE COURSES

## COURSE DESCRIPTION

Sales, Marketing and Revenue Optimization

*In the Sales, Marketing, and Revenue Optimization course, you will gain insight into each discipline's unique focus and needs, and learn ways to work together and improve the hotel's revenue and profit results.*

Meetings, The Life of a Revenue Leader

*In Meetings, The Life of a Revenue Leader course, you will learn the types of meetings and the content of some of our most common meetings.*

Understanding Digital Marketing

*The Understanding Digital Marketing Course will give you an explanation of what digital marketing is and key strategies on how to deploy effective marketing.*

Optimal Business Mix Fundamentals

*In the Optimal Business Mix Fundamentals Course, you will gain insight on how to create your best business mix strategies to achieve financial goals.*

Displacement Analysis

*In the Displacement Analysis course, you will discover the importance of evaluating each revenue opportunity's total cost versus the total gain.*

Transient & Base Strategy

*By completing this Course, you will be able to demonstrate knowledge of these segments and craft basic segment strategies to accomplish a property's strategic goals.*

Group Strategy

*In the Group Strategy Course, you will discover group business concepts and demonstrate a knowledge of the criteria needed to determine the value of group business.*

OTA's, Third-Party Partnerships Concepts

*In the OTA's, 3rd party Partnerships Concepts course, we will examine the details of this vital partnership.*

Wholesale, Third-Party Partnerships Concepts

*In the Wholesale, third-party Partnerships Concepts course, we will examine the intricacies of a hotel's relationship with wholesale partners.*

Third-Party Partnership Strategy

*In the Third-Party Partnerships Strategy Course, you will review valuable strategic insight into maximizing these segments.*

Business Transient Concepts and Strategy

*In the Business Transient Concepts Course, you will learn the ins and outs of managing this slice of the market segmentation pie.*

Maximizing Revenues through Inventory Management

*The maximizing revenue through inventory management course will demonstrate the elements of designing an inventory strategy.*

Courses for Revenue Management Professionals / Designed by RevenueTree



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cultivating hospitality revenue leaders

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**salesboost**  
for hospitality



*Suzanne Swafford*  
Founder

*An avid yogini and career hotelier, Suzanne Swafford is a leader with a reputation for collaboratively creating the right plans across multiple departments, putting in place the right processes, and working to the highest priorities of the organization where Sales and Revenue Optimization strategy and execution is the focus for growth, expansion, and ultimately the organization's financial health...*

[read more](#)



*Larisa Morrison-Hoffman*  
Founder

*Larisa Morrison built her career around City Center Hotels and Resorts, in primary, secondary and tertiary markets within Omni, Starwood, Wyndham, and Boutique Hotels. Her passion for outdoor activities, fresh salt air, and marine life led her to over two decades in hospitality Revenue Optimization. Her strengths at setting strategies for opening and conversion properties, along with analyzing existing operations, and integrating new concepts, results in revenue gains and increased market share...*

[read more](#)

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# FREE *course offerings*

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# Free Content

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## CRISIS MANAGEMENT WEBINAR SERIES

### DESCRIPTION

Mitigating Damages in a Time of Crisis

*How do you drive revenue and negotiate with customers in a time of crisis? Gain insights and learn best practices as we discuss how to retain a working relationship with customers while reducing the financial impact on your assets and properties.*

Proactive Selling Strategies

*Is your team prepared to proactively sell and replace lost business? Tune in for our webinar as our panel experts share their insights and best practices.*

Leading Through a Crisis

*Now more than ever we need to help our team deal with the stress that comes with significant change. Learn from experts how to keep your team focused and healthy.*

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## HOSPITALITY ASSET OWNERS WEBINAR SERIES

### DESCRIPTION

Throw Out the Playbook

*Our discussion with industry executives will focus on the important business decisions leaders need to make now to re-open hotels successfully.*

Missing in Action: Where's the Value in LTV?

*Join us for a timely and compelling discussion to address the question, When is hospitality asset value coming back?*

Houston, We Have a Problem

*Houston, we have a problem. We know that price discovery must emerge before recovery can begin. The question is, have we had price discovery yet?*

# Free Content

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## PREPARE FOR THE REBOUND WEBINAR SERIES

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## DESCRIPTION

|   |  |
|---|--|
| Productivity Now = Future Success       | <i>How you spend your time TODAY impacts your future. Productivity teaches you to continuously push yourself. And the more productive you are, the easier it is to evolve into a better self. And because things in motion tend to stay in motion (thanks, Newton!), being productive can easily lead to creating better habits.</i> |
| Assess Your Strengths & Take Action     | <i>Learn how to tell your impressive story. Use your strengths to build a stellar resume and network of connections!</i>   |
| Be An Innovator                         | <i>The reality check is inevitably everything evolves, and so must we. Now, more than ever is the time to step back and take a close look at ourselves.</i>  |
| Optimize Your Online Presence           | <i>It's time to reset and reinvent yourself to position a strong online presence. Learn how to optimize your story from all angles and make better connections, open opportunities, and set yourself up for a successful rebound.</i>  |
| Strategic Staffing & Scaling            | <i>This discussion is about being strategic with your staffing. We are cover how to redeploy your current staff and what to look for when recruiting new team members</i>  |
| Proactive Communication Strategies      | <i>Join us as we lead a discussion on proactive strategies to effectively communicate new protocols to your staff, customers, and community to ensure guest safety, revenue growth, and impactful service delivery.</i>  |
| SPARK Your Transformation               | <i>Learn from Simon how to SPARK your transformation to get the most out of your life AND master your brilliance, build your business, and own your career.</i>  |
| Making the Comeback<br>Part 1<br>Part 2 | <i>It's time for a real conversation about what the industry needs to do as we begin making the comeback. Listen in as we hear from experts from all aspects of the hospitality industry</i>   |

# Free Content

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## PODCAST

## DESCRIPTION

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Master Skill Based Learning

*Learn Better to Earn Better by Mastering Skill-based Learning! We sat down with the master of skill-based learning himself, **Ulrich Boser**. Boser is the founder and CEO of **The Learning Agency** and a senior fellow at the **Center for American Progress**. He also leads the Learning Agency Lab, a nonprofit devoted to scaling the science of learning.*

How to Show Up at Work

*In this episode, we sit down with **Carrie Fabris**, Founder and Chief Connection Officer at **CareerFrame**. Carrie is a strengths-based people developer who specializes in coaching individuals and teams on how to show up at work. Tune in to hear the "Why" behind CareerFrame and how playing to your strengths will lead to a more fulfilled life.*

Be an Innovator  
10 Ways We Must Evolve

*In this episode, we sit down with our Founder and CEO, **Gretta Brooks**. Gretta takes us through her **10 steps to being an innovator**. Inevitably, everything evolves, and so must we. Now, more than ever, is the time to step back and take a close look at ourselves. Often, we get so immersed in our lives and in our work that we haven't noticed how complacent we are or rusty we've become.*

Your Network is Your Currency

*In this episode, our own SalesBoost staff member, **Leslie Dunn**, sits down with **Alicia Moneyhun** to talk about all things networking. Networking doesn't have to be painful! Alicia is an expert on this topic. I have seen her work a room and it is something to be admired. Alicia sat down with us to give us insight into her networking strategy that has been working for her for nearly 20 years. We hope that you gain some new strategies on the art of networking and put them into action!*

Embrace Your Strengths

*In today's episode, we talk with **Kathy Kersten** about how to embrace your strengths and utilize your **StrengthsFinder** test to maximize your results! Kathy hosts her own podcast called **Obey Your Strengths** where you can find even more information on leveraging the power of CliftonStrengths (aka StrengthsFinder) to achieve personal and professional success*

# Free Content

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## EBOOKS & DOWNLOADABLES

## DESCRIPTION

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The Science of Learning

*We are rethinking the way we teach adults. Read to understand the methodology behind the SalesBoost platform.*

Finding Inspiration Through Adversity

*SalesBoost was dreamed up because of a major life event in Gretta's life. Read this story to find out how and why SalesBoost was created through the adversity of Gretta's story.*

Be an Innovator

*We've spent so much of our time doing the same ole thing because we believe it works, or we just don't like change. Everything evolves, and so must we.*

Strategic Account Plan

*When was the last time you did a Strategic Account Plan? Account plans provide a clear and effective guide to understand an account's full business potential, future opportunities, and buyer types.*

The Calendar Exercise

*Bring your best self to work – starting with your calendar organization! Time management is crucial to your overall production and success (and happiness). Clear the noise, be productive, and reduce your stress.*

Tips from a Sales Pro

*Tom Faust, Vice President of Sales at Benchmark Global, has teamed up with SalesBoost to answer 3 important questions. His extensive experience in the hospitality industry will give you insight on what you can do to boost your performance, your confidence, and your sales.*

How to Deploy Active Learning

*70% of learning must be hands on in order to maximize the training effectiveness. Download this eBook to understand the 8 strategies to deploy active learning within your team to achieve maximum results.*