

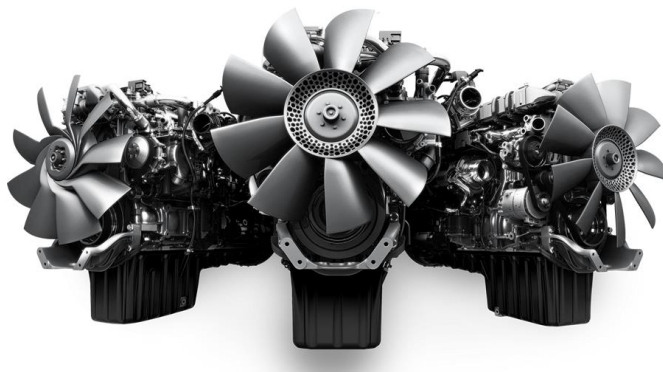


aQedina.com
Hospitality Sales Excellence

COMPANY PROFILE

YOUR HOSPITALITY SALES CAPABILITY BUILDING PARTNER

For Training & Skill Development, Operational Excellence, Talent Resourcing and Prospect Markets Advancement



We are a leading authority on business maximization in a fast evolving and ever more complicated theatre by going against the tide and bringing back simplicity & fun to the hotel industry.

aQedina Hospitality Sales Excellence is headquartered in Phuket, Thailand with offices strategically located in Barcelona, Washington D.C & Dubai.

SERVICE 1 - ONLINE SALES ASSESMENT TOOL (OSAT®)

Unlike psychometric processes the OSAT® is a skill level discovery and benchmarking aid providing a measure of a hotel's sales machine's overall strengths and weaknesses. It has been designed exclusively for the hospitality industry, allowing hoteliers from all walks of life and geographic regions the ability to partake and gain an accurate and actionable result.

Are you are getting to grips with a large or new sales team, conducting annual appraisals, recruiting new personnel, needing to know how clearly your team understand the importance of listening, questioning, ethical decision making, product awareness, value positioning and systems utilization? This tool will provide you with a simple, clear and benchmarked report assisting with these needs.

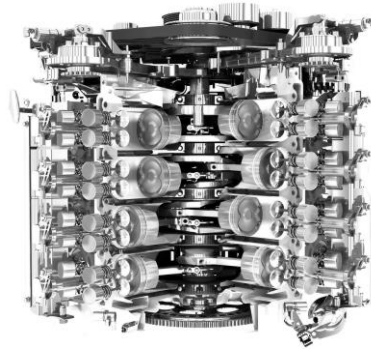
The HST® concepts are designed to equip every client engaging member of your sales machine with the essential tools and mind-set for maximum impact in an increasingly overcrowded marketplace.

Our spectrum of available learning modules is aimed to provide maximum impact based on your need:

Property Sales Excellence - Designed for a full property team and aimed at building the group into a very focused commercial force with the single aim of maximizing communication, growing perceived value and providing the group with the skills and tools to position their hotel based on value rather than rate.

Empowering Sales Foundations - Is suitable for the more junior commercial professional; focused on the sales as well as meetings & events teams; positions ranging from coordinator up to director of segment sales. The aim of this course is to Improve targeting; increase key account penetration; boost strategic positioning within existing accounts and prospects; handling objections as well as Improve negotiating and advanced presentation skills.

BOOST YOUR SALES MACHINE'S
PERFORMANCE



Building Sales Mastery - Is built with the sales leader in mind; for department and division heads. This course provides participants with the skills and techniques to increase their and their team's sales success through a big picture approach to total account management; creating collaborative strategic relationships with their key clients; to use a consultative approach that changes their perception in the marketplace from a sales person to a professional hospitality industry consultant.

Opening Sales Capability – This training concept has been designed exclusively to support properties which are about to open. This 2 day workshop aims to provide your commercial teams with the correct mindset, product and market awareness and most important of all; teamwork & energy to successfully launch into the marketplace.

All the modules are facilitated with complete customization based on our mystery shopping and online sales assessment findings of your property and team.

Our workshops are blisteringly energizing, fully interactive and motivational. A rare balance of fun and real life skill development, driving sales people to act as advisors, building relationships and fuelling them to stand out against their competition based on the value they offer rather on price

SERVICE 3 - SALES MYSTERY SHOPPING (SMS)

αQedina's Sales Mystery Shopping (SMS) tool is designed to assess your sales and event team's efforts in lead qualification, speed of response, features & benefits presentation as well as relevance and strength of written and visual correspondence back to your clients.

Our shopping process is structured within a criteria of pre-set industry best practices and the reporting tool provides actionable results, allowing you to enhance conversion ratios and revenue capture. This is a commercially focused and result driven process.

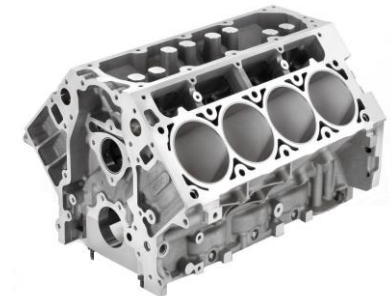
SERVICE 4 - MARKETS ACCESS & DEVELOPMENT (MAD)

Business Development and source markets diversification is a must for all affluent business leaders within the hospitality industry to ignite revenue growth and minimize operating risks.

This is accomplished through the co-creation of fully customized commercial strategies with our partners to insert their product offering in the desired geographical source markets across key B2B channels, meetings industry professionals and airline partners depending on business needs and inherent potential in one or all of the following locations where we can provide you access and representation:

UAE, Kuwait, Qatar, Oman, Bahrain, Saudi Arabia, Turkey, Egypt, Jordan & Lebanon

AN OPPORTUNITY
WAITING TO BE EXPLOITED



SERVICE 5 – SELECTIVE PEOPLE PLACEMENTS (SPP)

The explosion of development within the lodging industry has placed tremendous burdens on talent retention and acquisition. Through this service, we aim to provide our partners with a sharp, swift and professional match to your manning needs.

Speed to market for maximum impact is of the utmost importance to all business leaders. To achieve this with SPP, we have spent massive resources to build and ever growing and fully up to date talent pool of high quality and eager commercially driven hoteliers.

High cost of acquisition has become a deterrent to using professional 3rd parties in supporting this need. To negate this barrier, we have devised a unique fee structure that is entirely non exploitative.

Our aim to provide quality lies in our ability to run your shortlisted candidates through our proprietary online sales assessment tool (OSAT) to ensure they have what it takes to make you successful.

HAND IN HAND TOWARDS EXCELLENCE

We are proud to highlight our ever expanding partners in excellence network who have enjoyed at least one of our 5 signature services to enhance their team's commercial performance.



PARTNERSHIPS & AFFILIATIONS

In a fast paced industry; constant learning and development are paramount to any individual or organization aiming for success.

We are honored to highlight our presence and involvement with the Institute of Leadership & Management (ILM), the Association of Talent Development (ATD), the institute of Sales & Marketing Management (ISMM) as well as The Learning & Performance Institute (LPI).

These organizations are recognized as global leaders within the commercial and leadership fields for studies, research and talent development. We have a great pleasure to constantly learn and grow alongside these partners for your embitterment and business success.



WELCOME TO A NEW ERA OF PERFORMANCE



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