



aQedina.com  
Hospitality Sales Excellence

# ONLINE SALES ASSESSMENT TOOL (OSAT®)

GAIN TRACTION IN AN OVERCROWDED MARKETPLACE



We are 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's online sales assessment tool (OSAT®) provides a measure of your sales machine's individual and overall strengths and weaknesses, allowing you to focus your coaching, self-learning and training efforts in a highly targeted and effective approach.

Unlike psychometric processes this is a skill level discovery and benchmarking aid.

This tool has been designed specifically for the hospitality industry, this translates into easy to read and comprehend language allowing hoteliers from all walks of life and geographic regions the ability to partake and gain an accurate and actionable result.

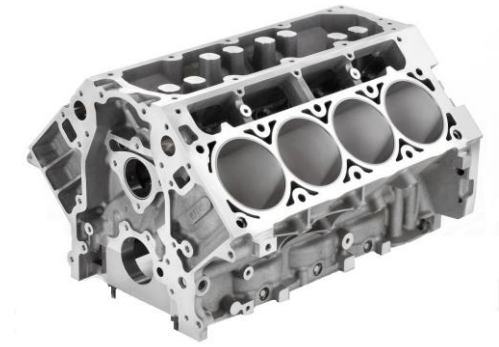
Phuket | Dubai | Barcelona | Washington D.C.

## ARE YOU?

- Are you -getting to grips with a large or new sales team?
- Conducting your team's annual appraisals and require to set growth & development criteria?
  - Recruiting new personnel and need parameters to filter your shortlist?
  - Seeking to identify your highest potential team members for progression?
- Needing to know how clearly your team understand the importance of listening, questioning, ethical decision making, product awareness, value positioning and systems utilization?

The OSAT® will provide you with a simple, clear and benchmarked report per candidate. This will identify and measure the below listed 16 competencies.

AN OPPORTUNITY  
WAITING TO BE EXPLOITED



## THE 16 COMPETENCIES

Closing The Sale	Accounts Penetration	Relationship & Trust	Value Proposition Vs. Price Pitching
Systems Awareness & Utilization	Confidence Levels	Sales & Communication Skills	Questioning Skills
Product Awareness	Organizational Effectiveness	Matching Features to Benefits	Listening Skills
Research & Innovation Drive	Goal Awareness	Business Intelligence	Ethical Decision Making

## POWER IS MEANINGLESS WITHOUT CONTROL

Simplicity lies at the foundation of everything that aQedina produces; the shortest distance is always a straight line. This is reflected in an elegant, streamlined, easy to read assessment report allowing your sales team members and yourselves the ability to take very specific actions related to the overall result as well as in depth focus on identified competencies in need for improvement



## WELCOME TO A NEW ERA OF PERFORMANCE

### THE FINE PRINT

- **Who should partake?** The Online Sales Assessment Tool is designed for your client engaging team members from sales executives up to the DOSM, catering & events Managers as well as gauging the commercial acumen of your revenue and reservations machine.
- **How do I see the result?** The OSAT® is an online tool and the result is a clean, simple and easy to read 7 page report for every single participant from your team.
- **How many people can join?** There is no real limit to how many team members can join, and the higher the number, the lower your cost. We welcome multiple properties to join into one agreement minimizing your investment and maximizing your return.
- **When and how do we book?** This service can be booked at anytime and from anywhere. Simply email [info@aQedina.com](mailto:info@aQedina.com) and we will revert back to every inquiry at a maximum of 48 hours with your agreement, method of payment and second steps.



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