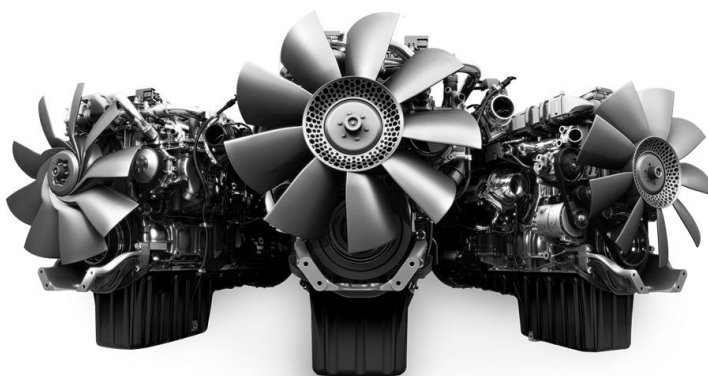




aQedina.com  
Hospitality Sales Excellence

# SELECTIVE PEOPLE PLACEMENT (SPP)

UNLEASH THE FULL POTENTIAL OF YOUR SALES MACHINE



This service is entirely dedicated to the selection & recruitment of commercial personnel under sales, marketing, e-commerce and revenue management departments.

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.

Phuket | Dubai | Barcelona | Washington D.C.

## WHY US?

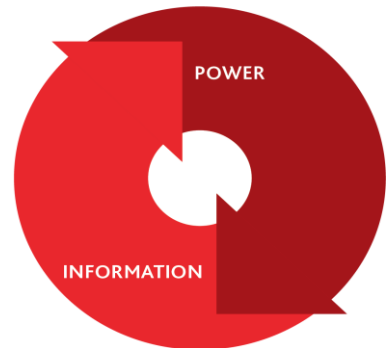
High cost of acquisition has become a deterrent to using professional 3rd parties in supporting this need. To negate this barrier, we have devised a unique fee structure that is entirely non exploitative.

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.

## ABOUT aQedina

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



## ONLINE SALES ASSESMENT TOOL (OSAT®) / STANDARDIZED SCREENING



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

OSAT® provides a measure of your candidate's technical skills and uncovers their abilities to perform the duties, allowing you to recruit talent with the right abilities elevating retention ratios and further strengthening your commercial machine.

Unlike psychometric processes the OSAT® is a skill level discovery and benchmarking aid.

The OSAT® was created to provide a measure of a hotel's sales machine's overall strengths and weaknesses. The design is exclusive to the hospitality industry, allowing hoteliers from all walks of life and geographic regions the ability to partake and gain accurate and actionable results.

The result will allow property commercial leadership to clearly understand the importance of listening, questioning, ethical decision making, product awareness, value positioning and systems utilization skills of their teams.



## THE FINE PRINT

- **Which positions can be recruited through SPP?** This service is dedicated to commercial positions within the hospitality industry, this encompasses the following departments: sales, marketing, public relations, revenue, e-commerce, reservations as well as meetings & events teams (Managerial posts and up).
- **What is included?** Our service encompasses our proprietary OSAT®; each shortlisted candidate will be run through this assessment along with our independent candidate fit evaluation.
- **How much does it cost?** We are unlike any other recruitment agency; the SPP service has been created to support partners of our core offerings rather than it being our sole service deliver; this allows for a highly competitive fee structure as highlighted below:
  - ✓ Manager Position (Proactive or reactive – non leadership): 2.500 USD
  - ✓ Director / Assistant Director (Department Head): 5.000 USD
  - ✓ Director / Director of Sales & Marketing (Division Head): 7.500 USD
  - ✓ EAM In charge of Commercial operations (Property number 2): 10.000 USD
- **Any time restrictions?** Through our verified and assessed talent pool allows for a turnaround window of 72 hours from assignment commencement.

WE ARE YOUR HOSPITALITY SALES CAPABILITY BUILDING PARTNER



WELCOME TO A NEW ERA OF PERFORMANCE



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