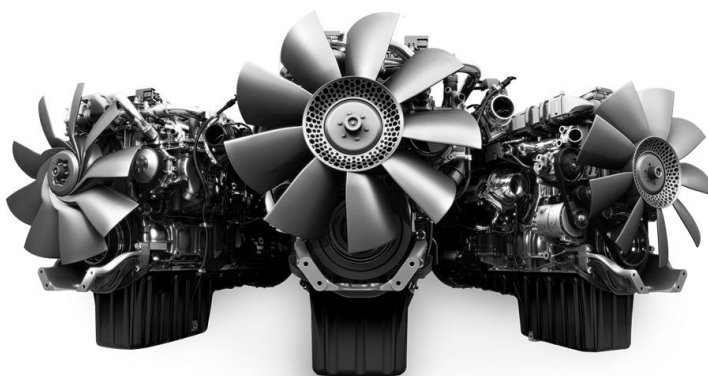




aQedina.com
Hospitality Sales Excellence

SALES MYSTERY SHOPPING (SMS)

UNLEASH THE FULL POTENTIAL OF YOUR SALES MACHINE



aQedina'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.

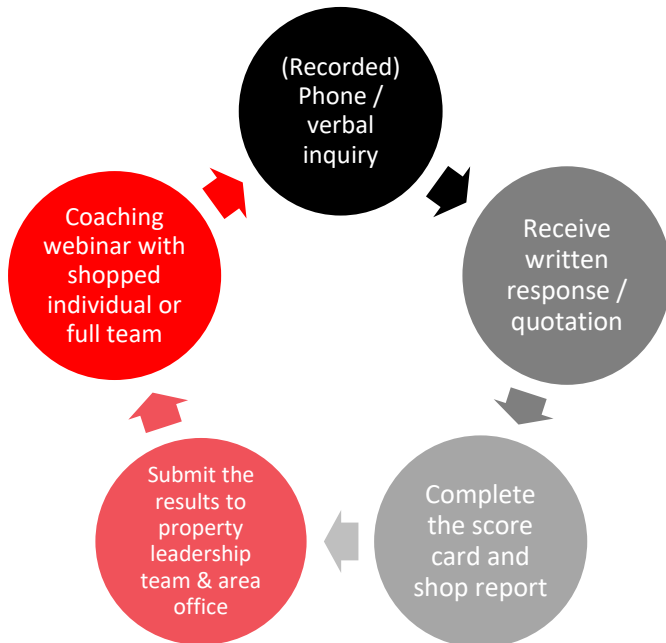
Our shopping process is structured within a criteria of pre-set industry best practices and the reporting tool provides actionable results, allowing you to enhance conversion ratios and revenue capture.

We can also review your agreement templates through our extensive client and hotelier think tank then suggest adjustments to ensure every communication you make is sharp, visually appealing, comprehensive, compelling and as concise as regulation allows.

Phuket | Dubai | Barcelona | Washington D.C.

WHY US?

Through our global network of offices and extensive experience within the key source markets which influence your business; we add value to your organization through a consistent service offering with the aim of high return on investment.



Mystery calls can be performed in the following languages: English, Bahasa, Arabic, Thai, French, Spanish and Dutch. For clients needing additional languages such as Japanese, Malay, Mandarin or Hindi; this may be organized if there is sufficient mass behind the requirement.

Unlike the classical mystery shopping process whereby the sales professionals as well as the shopper follow stringent guidelines; our method is to conduct recorded calls and utilize the findings to facilitate a 30-60 minute webinar coaching session with either the shopped individual or the entire team to highlight desired areas of development and provide guidance for improvement.

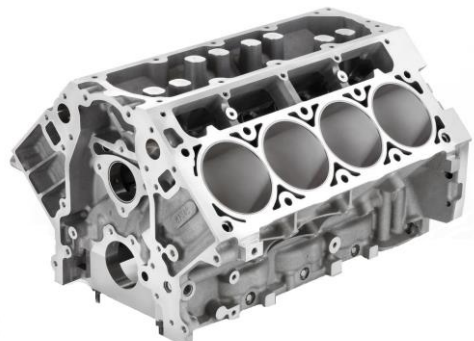
WHY YOU?

Differentiation is key; otherwise everyone would focus on rate beyond all else. That is an unsustainable approach which needs to be pushed aside. We are not naïve and understand that rate is a key deciding factor but it is **NEVER** the only one.

It is the primary duty of your sales function to understand your client's needs, restrictions and decision making cycle above and before all else. This is the core foundation of value based selling.

Through our SMS service, we will re-enforce the importance of engaging with each and every client or inquiry coming to your doorsteps. To ensure that your sales force utilize their pre-existing learnings to profile each inquiry thoroughly; thus giving them the ability to quote appropriately and show the client value to enhance conversion ratios.

**AN OPPORTUNITY
WAITING TO BE EXPLOITED**



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



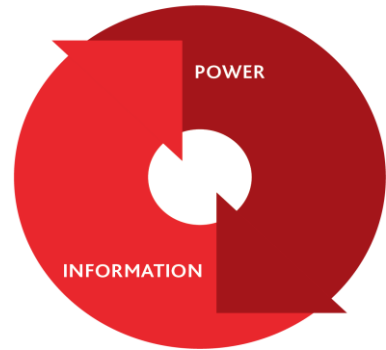
The OSAT® was created to provide a measure of a hotel's sales machine's overall strengths and weaknesses. The design is exclusive to the hospitality industry, allowing hoteliers from all walks of life and geographic regions the ability to partake and gain accurate and actionable results.

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.

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



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.



THE FINE PRINT

- **Who should participate?** The process is geared towards your proactive or reactive client engaging team members from Sales Executives up to the DOSM whether in sales or events.
- **What is included?** SMS will be conducted 6 times in a calendar year or once every 60 days per participating property. We will also include 5 OSAT access codes per annum for each hotel to run their team through the process and aid the leadership to thoroughly gauge their teams existing skill set and highlight potential areas of development.
- **How much does it cost?** A fixed fee of 2500 USD annually is applied.
- **What is included?** Your sales mystery shopping agreement will provide you with the base 6 shops / year along with a one time review of your sales agreement templates and 5 user access codes to the OSAT or Online Sales Assessment Tool.
- **What if I want more?** If a property would like to increase the frequency of the calls or add further access codes for the Online Assessment (OSAT) this may be arranged at 500 USD per shop and 100 USD per OSAT access code.
- **When can it start?** The first shop will only take place 2 weeks after the agreement date; allowing our team sufficient time to review your property; team profiles and adjust the reporting documents to match your specific profile.

DISMANTLING YOUR SALES MACHINE

