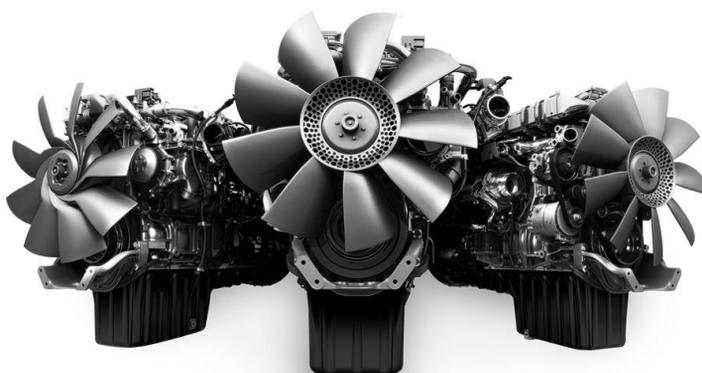




aQedina.com
Hospitality Sales Excellence

HOSPITALITY SALES TRAINING (HST®)

UNLEASH THE FULL POTENTIAL OF YOUR SALES MACHINE



We are your hospitality sales capability building partner with a focus on training & skill development allowing for business maximization in a fast evolving and ever more complicated theatre by going against the tide and bringing back simplicity & fun to the learning process for the commercial stream within the hotel industry.

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.



Phuket | Dubai | Barcelona | Washington D.C.

WHY NOW?

More and more companies are employing professional purchasing resources, whether in-house or outsourced; they are more commonly known as procurement managers, professional conference organizers (PCOs) and travel management companies or (TMCs).

These intruders are masters of negotiation and measured primarily on savings they are able to achieve. The HST® concepts guide your sales engine on how and when to effectively engage with the procurement function and 3rd party buyers, along with other classical business segments and buyer types.

It's hard to differentiate on product alone. Great salespeople create value by identifying needs more clearly, designing solutions more creatively, and facilitating the customer's decision process more skillfully than the competition.

WHY YOU?

Differentiation is key; otherwise everyone would focus on rate beyond all else. That is however 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 industry, needs, restrictions, decision making cycle and buying process above and before all else. This is the core foundation of value based selling.

WHY NOT?

Through aQedina's Hospitality Sales Training (HST®) process, sales people learn to act as advisors, to build strong relationships and stand out from their competition. Each engaging 2 day course offers a skill discovery component, relevant best practices sharing, role-playing and thought-provoking discussions.

Unlike the classical training approach to conduct a course with little or no property understanding, market positioning, existing skill set levels discovery and desired areas of growth; our process is entirely based on a thorough breakdown of the needs for each team member and property.

Courses will be facilitated by Tareq Bagaeen, a seasoned hospitality commercial professional which will bring an additional layer of benefit to the team by offering actionable business solutions direct from the field rather than just theory.

WHY US?

Training on its own does **NOT** work. aQedina's comprehensive pre learning process, energizing courses and follow through system is designed to maximize knowledge retention and best practices creation.

Ours is the age of information and sales people need to evolve to become advisors through knowledge building and use.

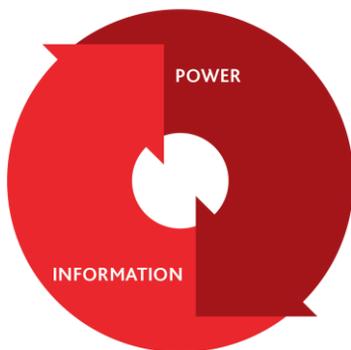
Our fully customized courses will push to align your sales machine with the single most important word in business 'Information'. The more you know, the higher quality decisions you are able to make.

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.

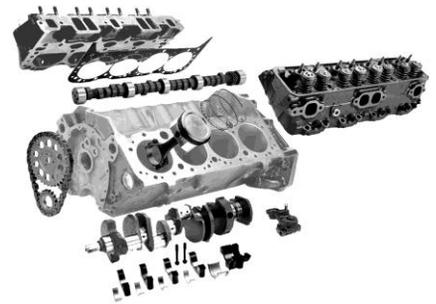
All the modules are facilitated with complete customization based on our mystery shopping and online sales assessment findings of your property and team.

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

- **Shop:** The process starts with a mystery shopping whereby we review the team's speed of response to inquiries, how they handle the proposal, follow up, personalization and so on.
- **Pre-work:** Every participant from the sales force must also complete a comprehensive pre-work document and account profiling. These will be used as real life cases in the training workshop.
- **OSAT:** Then we run all participants through the OSAT (Online sales assessment tool) to review areas of strength and needed development. This is used to tailor the course even more towards your group of commercial leaders.
- **On-site:** We will bring everyone together for a 2 day workshop and do numerous team building activities that are at the same time designed to enhance listening capabilities and facilitate the course content.
- **LSS:** Finally there will be a post work learning summary submission of 5 power lists for each individual to complete. This tailors their learnings completely to them and gives the process real meaning and use rather than just theory.

THE FINE PRINT

- **Who should attend?** Depends heavily on the chosen course, however the process is geared towards your client engaging team members from Sales Executives up to the DOSM.
- **What is included?** HST is fully customizable based on your commercial needs; you can choose to partake in the entire process from mystery shopping; Online Sales Assessment Tool and the HST® Course or simply choose one or two of the available components.
- **How much does it cost?** Pricing varies based on the number of delegates and the components chosen along with the desired frequency of mystery calls and sales assessments.
- **How many people can join?** Due to the engaging and energizing nature of the course, we recommend a minimum of 8 participants and a maximum of 18.
- **When do we book?** Generally your training facilitator will need a 2 week window before a course can be conducted. This is for the participants to complete the pre-work properly, the trainer to review them and to pull the results of the shopping and assessment tools.



DISMANTLING &
REBUILDING
YOUR
SALES
MACHINE



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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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