



# HOSPITALITY SALES TRAINING

FUTURE PROOF YOUR HOTEL SALES TEAM - 2015



“The hotelier’s ability to keep up with rapid technology changes and embrace the latest technology tools will **differentiate successful hotel organizations** going forward”  
- 2015 Ernst & Young Global Hospitality Insights [Report](#).

In today's hospitality world, pure sales skills alone aren't enough; strategic understanding of all sales channels with relevant use of technology will get you ahead.

**Sales and distribution channels have evolved.** The way a traveller books hotels has changed. The mediums they use to interact and buy have converged. Speed and lead time in decision making have been transformed.

Factors influencing travel buying decisions have shifted. Competition has diversified.

**How well does your sales team understand these changes?** Are they well placed to make the most of these rapid and often complex changes? Or is there analysis paralysis?

Our training takes a practical approach to help hotel sales teams to understand these changes holistically. And then help create a plan to leverage the changing environment to maximise sales impact.

The training is a **one day inter-active workshop** that can be tailored to the needs of the audience.

## 1 - THE BIG PICTURE

This session explains the major changes that have impacted the buying process. Ensuring that sales teams have the big picture allows them to adapt and respond faster and better to future changes.

## 2 - HOTEL TECHNOLOGY AS WE KNOW IT

Most sales teams are familiar with technology and have their own expertise. This session reviews common hotel technologies and helps to analyse the layers that underpin the way we use them.

## 3 - TECHNOLOGY CONVERGENCE

Technology systems have evolved and there is a better understanding of business requirements. The session explains the evolution of hotel technology, the convergence it brings and what it means for sales teams.

## 4 - PLANNING FOR SALES IMPACT

How does one plan to use the understanding of these changes to good effect? Changes in buying patterns means a change in sales processes too. This session explains the importance of getting processes right and how.

## 5 - UNDERSTANDING DISTRIBUTION

This session looks at how distribution and related technologies have evolved. It also looks at new technologies and leveraging the cross over between sales and distribution.

## 6 – CUSTOMER RELATIONSHIP MANAGEMENT

CRM is the life blood of any customer centric business and in hospitality, this assumes even more importance. This session reviews best practices and the evolution of CRM.

## 7 – CORPORATE & GROUP RFP SYSTEMS

For many years, the corporate buying process has remained relatively stable. New ideas and technologies, however, are challenging the status quo. This session looks at the changes in corporate and group purchasing.

## 8 – INTERNET OF THINGS (IoT)

Ever envisaged a world where machines communicate with each other independent of human intervention? This is IoT. And it is increasingly changing the way we live and work. It has profound implications for hotels.

## 9 – MANAGING INFORMATION FLOW

Information is vital to decision making. The quality of information available to sales teams has improved. But so has data volume. This session looks at managing information flow and tools to help improve sales intelligence.

## 10 – LIVE CASE STUDY

In this session, we look at some examples of processes & technologies that are in place and test them to see how future proof they are. Participants are encouraged to create an action plan with recommendations for change.

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As a specialist in hotel sales, I help hotel companies to boost sales efficiency and productivity by combining hotel expertise with business process redesign and the use of appropriate technology.



ORIENT-EXPRESS



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**REACH** by White Sky Hospitality is a specialist sales management consultancy for hotels.

We help hotel sales teams understand and adapt quickly to market & technology changes, increase sales efficiency and boost revenue.