



## Hotel Sales and Catering Management Certificate Online – H101 80 Hours

### Hotel Sales Management

#### Program Description

Why should you begin a career in Hotel Sales?

*“The hospitality industry is an exciting, vibrant and often glamorous field and is a great career for people of all ages.”*  
According to the U.S. Bureau of Labor Statistics, 12.4 million people work in the hospitality industry today, making about 8.6 percent of all employment. Hotels sales and catering positions are available in every hotel and employers are looking for qualified candidates right now.

Sales are the life blood of any hotel or resort operation. Hotel sales managers must use proven strategies, as well as innovative techniques, for generating business from corporations, nonprofits, and individual travelers. In this course, you gain the knowledge and skills required to effectively generate the maximum sales revenue for your hotel or resort. If you're looking for a job in an industry with continued job growth, hotel sales might be the right career for you.

#### Writing Proposals

- You will be able to identify the key elements of an effective proposal.
- You will be able to enter specific client data into a proposal template based on data provided by the client.

#### Writing Contracts

- You will be able to identify the key elements of an effective contract.
- You will be able to enter specific client data into a contract template based on the notes taken by a sales manager during a phone conversation.

#### Blocking Meeting Space

- You will be able to suggest appropriate meeting room and setup solutions for specific customers.
- You will be able to make sound decisions when reserving meeting space in a hotel function book.

#### Evaluating Business

- You will be able to identify the business potential of specific clients.
- You will be able to fill out specific sections of a business review form based on a phone inquiry from a potential customer.

#### Group Market Segments and Action Plans

- You will be able to identify the key group market segments.
- You will be able to use the SMART technique to provide feedback to sales managers on the quality of their group market action plans.

#### Transient Market Segments

- You will be able to identify the key transient market segments.
- You will learn how to review a daily revenue report to identify key information regarding transient market productivity at your hotel.

#### Handling Inquiries

- You will practice using five key steps to effectively turn a customer inquiry into a sale.



### **Site Tours**

- You will be identifying the key steps for preparing a site tour so that your presentation will be most effective.
- You will identify how to tailor your presentation to address the specific needs of a client.
- You will be able to list the elements of effective site tour summaries.

### **Prospecting and Sales Calls**

- Given a phone conversation between a sales manager and an existing client, you will be able to identify the important techniques used by the manager to saturate the account.
- You will fill out a sales call report based on a meeting with a potential client.

### **Account Saturation**

- You will learn key techniques for account saturation.
- You will learn how to fill out an account profile worksheet and a customer profile worksheet based on a meeting with a potential client.

### **Final Certification Test**

- You will pass a 50-item multiple choice test with a score of at least 80%.

### **About This Course**

- Authentic learning activities help you immediately apply sales strategies on the job.
- Complete practical tasks that reflect real-world challenges.
- Focus your learning through online quizzes.
- Access programs 24/7 and learn at your own pace.
- Download and use proven templates during the course and on the job.
- Instructional presentations with audio introductions and engaging embedded activities
- Practical online tasks that promote transfer and application of learning
- Links to sales forms, reference materials, and demonstrations
- Quizzes to assess generalized knowledge
- Coaching to Help Land a Job (Advice on how to interview, Resume review, Job placement advice)



## Catering Management

### Program Description

Why should you begin a career in Catering Management?

*“The hospitality industry is an exciting, vibrant and often glamorous field and is a great career for people of all ages.”*  
According to the U.S. Bureau of Labor Statistics, 12.4 million people work in the hospitality industry today, making about 8.6 percent of all employment. Hotels sales and catering positions are available in every hotel and employers are looking for qualified candidates right now.

Catering managers sell hotel guest rooms, meeting and banquet facilities, and services to maximize revenue for the hotel. Emphasis is placed on selling food and beverage in conjunction with meeting and banquet facilities to companies and organizations. If you're looking for a job in an industry with continued job growth, hotel catering might be the right career for you.

### Outline

#### The Competitive Catering Mindset

- You will identify the 15 skills required of a catering manager, and organize them under the general competency areas of Sales, Service, and Management.
- You will create an on-the-job training plan for a fictitious catering new hire. The plan must include specific sales, service, and management tasks.

#### Soliciting Accounts

- You will review articles to identify information that you think might lead to potential catering business for your hotel. You will then indicate why you believe there is a business opportunity and compare your response to the response of an expert.

#### Selling Food and Beverage

- Given 10 decision scenarios, you will select the option that best meets the customer's needs while maximizing revenue for your hotel.

#### Selling Audio-Visual Services

- Given a detailing scenario with several customer questions and comments, you will choose responses that best meet the customer's needs for audio-visual services while maximizing revenue for your hotel.

#### Upselling 101

- Given a detailing scenario with a customer, you will choose the responses to customer questions and comments that apply the upselling techniques discussed in the lesson.

#### Servicing Essentials

- Given a scenario in which a customer has signed a contract for catering services, you will organize the servicing tasks to be performed in the correct chronological order by building an online "To Do" list.
- Based on a servicing meeting with the client, you will enter information about an upcoming event into specific sections of a meetings checklist.

#### Management Essentials

- Given a completed meetings checklist for a fictitious event, you will enter specific information from the checklist into a Banquet Event Order (BEO).
- You will prepare a weekly report for your manager by entering specific information into a weekly report template.



### **Keeping the Valued Customer**

- ☐ Given several customer scenarios, you will make choices that allow you to turn down the customer's business or fill a need date for your hotel while maintaining a positive relationship with the customer.

### **Final Certification Test**

- ☐ You will pass a 50item multiple choice test with a score of at least 80%.

### **About This Course**

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