

# Revenue Management Workshop

## Course overview

This workshop instigates a facilitated discussion for reservations teams, reception staff and management personnel with the fundamental objectives of improving selling strategies, negotiation skills and yield management.

With countless rates and promotions out there, has the art of basic bedroom selling and management been lost? Does the computer consume too much of your staff's time? This is a back-to-basics session with many tips and tricks which you may have forgotten or not known of.

\*Delegates will receive an attendance certificate after the course.

## Main Objectives

- To maximise bedroom revenue
- To introduce a yield culture to reservation departments
- To learn how to vary selling strategies
- To develop negotiation skills



## Who should attend...

- Revenue managers
- Reservation staff
- Reservation managers
- Front of house managers
- General managers



## WE TALK, DISCUSS & TEST DELEGATES KNOWLEDGE ON...

### Back to Basics

What is REVPAR (revenue per available room)

How does this affect business profitability?

Advanced bookings and bookings on the night

### **Reservation Systems**

Deposit policy  
Out of hours control  
What is a guaranteed booking  
Release times  
Non-arrival policy  
Inventory with third party agents  
Waiting lists

### **Historical Data**

Market share  
Daily statistics  
Room sales  
Turnaways

### **The Yield Process**

Planning and measuring yield  
Guests' budget  
Seasonal demand  
Incentives



\*The course content is subject to change

## **Who will be carrying out the workshop?**

The AA Revenue Management Workshop will be led by one of the AA's experienced and professional inspectorate team.

**BOOK NOW!**

To book call **01256 844455** or email **HotelServices@theAA.com**

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