



FROM CONCEPT TO REALITY DEVELOR HOTEL SOLUTIONS

Develor International as the fastest growing knowledge network is delivering training and consultancy services in 20 countries of the EMEA region. Our promise is simple: Develor generates sustainable behavior change and guarantees measurable business results.

Most of the projects starts with an extensive diagnostics of attitude, skills and internal systems and standards. If needed the next step is the processing: the design or improvement of the crucial systems in place in order to create the most supportive environment for the best services. The fully tailored training courses will be built on the results of the diagnostic phase, identifying the critical behaviors of

the certain group of people and the development areas. Studies and researches underpin our solid experience: the implementation support (known also as follow-up activities) are the most important step of any development process. If we want to achieve sustainable change in mind-set and behavior we should put special emphasis on the enforcement activities after the training.

DIAGNOSTICS

Mystery shopping

A complex assessment of your operation based on a highly sophisticated evaluation system adding our professional experience and competition set knowledge to your product and operational standards.

Deliverables:

- ▶ extensive feedback with suggestions on further development
- ▶ people's behavior and attitude
- ▶ service standards
- ▶ product standards
- ▶ internal processes
- ▶ lost opportunity calculation (LOC)
- ▶ missed cross-selling and upselling opportunities
- ▶ lost RevPAR and GOP

Sales audit

(Group and individual, leisure and corporate segments)

A thorough audit of your current sales processes and behavior of your Sales Personnel starting the evaluation even before customers get in contact with your hotel and examine it all the way through till follow up

Deliverables:

- ▶ audit report
- ▶ lost opportunity calculation (LOC)
- ▶ inquires handled inappropriately
- ▶ misconduct site inspections
- ▶ missed cross-selling opportunities
- ▶ inconsistent follow up
- ▶ lost RevPAR and GOP

PROCESSING

Development, alignment and customization of systems and processes to maximize individual and hotel performance

Possible deliverables:

- ▶ Corporate systems and processes customized to your hotel specific business preferences
- ▶ Newly designed and documented systems and processes
- ▶ Aligned hotel registration systems (CRM) to support your conscious strategic customer approach

Develor Hotel CUP (Conscious Upselling Program)

All front line staff with guest contacts will be able to identify and take advantage of upselling and cross-selling opportunities in each guest encounter situation.

Target group: Front line staff and their managers

Main topics for all staff:

- ▶ Sales focused mindset (selling instead of serving)
- ▶ Seeking for the opportunities of the day
- ▶ Identifying buying signals
- ▶ Selling experience, and not services
- ▶ Handling objections

Main topics for Managers:

- ▶ Sales focused mindset (selling instead of serving)
- ▶ Managerial tasks: control and support
- ▶ Giving feedback
- ▶ Managerial coaching

Duration: 2 days

Conscious Account Planning and Management + Negotiation skills

To change mindset of Corporate sales people to be focused on planning and influencing customers' decisions.

Target group: Sales personnel

Topics:

- ▶ Portfolio planning and management
- ▶ Strategic approach during the sales process
- ▶ Proactive selling
- ▶ Little things that make a huge difference (in proposal)
- ▶ How to become a personalized consultant rather than a service provider?

Duration: 3 x 2 days

Taking reservations in proactive way

To handle reservations with proactive sales approach that generates higher guest satisfaction and at the same time maximizes revenue.

Target group: Reservation Team

Topics:

- ▶ Important selling competencies
- ▶ 7 steps of proactive reservations selling
- ▶ Upselling and cross-selling during the reservation process
- ▶ Proper technique for asking questions
- ▶ Using benefit sandwich in product presentation
- ▶ Handling rate resistance
- ▶ Applying advanced proactive selling techniques

Duration: 2 days

Top service quality and complaint handling

To increase guest satisfaction through professional and standardized services and to manage customer experience during the stay rather than department-centered silo thinking.

Target group: All staff with guest contact

Topics:

- ▶ Guest experience
- ▶ Service-oriented mindset
- ▶ Moments of Truth
- ▶ Empowerment guideline
- ▶ Guest-typology
- ▶ Assertive communication
- ▶ Steps of effective complaint handling

Duration: 2 days

Training courses

Yield and revenue management

To establish and maintain proper yield and revenue management system

Target group: Revenue Team

Topics:

- ▶ Competitors' relevant data collection and analysis (MPI, ARI, RGI)
- ▶ Basic notions of yield and revenue management (Non-Arrival, Minimum Length of Stay, Minimum daily rate etc.)
- ▶ Usage of tools during everyday operation
- ▶ Information flow among different hotel departments (Revenue, Reservations, FO Team)

Duration: 2 x 2 days

Executive Assistant Manager

The development program aims at improving and acquiring the fundamental competencies required for taking over leadership responsibilities. The training courses and the individual development interventions based on an initial D360 assessment. The application of the learned skills and techniques is supported by structured activities and enforcement tools.

Target group: Junior Managers and Talents

Topics:

- ▶ Leadership role
- ▶ Essence of Leadership
- ▶ Leadership Communication
- ▶ Management by Motivation
- ▶ Effective Teamleader
- ▶ Goal-setting and Performance Appraisal
- ▶ Change Management
- ▶ Managing meetings

Duration: 4-8 x 2 days (1,5-2 years)

IMPLEMENTATION SUPPORT AND COACHING

Coaching and On-the-job training

Individual follow-up and support based on the personal situations and challenges of the hotel staff

Target group: All staff with previous training experience

Duration: 2 x 2 hours / person

Executive coaching

Individual development tailored to personal challenges and goals of ExCom members

Target group: Executive Committee members

Duration: 5 x 2 hours / person



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