

| Lesson | Key Outcomes |
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| Writing Proposals | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| Writing Contracts | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| Blocking Meeting Space | <ul style="list-style-type: none"> ➤ You will be able to suggest appropriate meeting room and set-up solutions for specific customers ➤ You will be able to make sound decisions when reserving meeting space in an event management system. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| Evaluating Business | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| Group Market Segments and Action Plans | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| Transient Market Segments | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |

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| Handling Inquiries | <ul style="list-style-type: none"> ➤ You will practice using five key steps to effectively turn a customer inquiry into a sale. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| Site Tours | <ul style="list-style-type: none"> ➤ You will be identify 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| Prospecting and Sales Calls | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| Account Saturation | <ul style="list-style-type: none"> ➤ 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. You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| Final Certification Test | <ul style="list-style-type: none"> ➤ You will pass a 50-item multiple choice test with a score of at least 80%. |

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| <p>The Competitive Catering Mindset</p> | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| <p>Soliciting Accounts</p> | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| <p>Selling Food and Beverage</p> | <ul style="list-style-type: none"> ➤ Given 10 decision scenarios, you will select the option that best meets the customer’s needs while maximizing revenue for your hotel. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| <p>Selling Audio-Visual Services</p> | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| <p>Upselling 101</p> | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |

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| Servicing Essentials | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| Management Essentials | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| Keeping the Valued Customer | <ul style="list-style-type: none"> ➤ 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. ➤ You will master a 10 item multiple-choice test assessing general knowledge related to this lesson. |
| Final Certification Test | <ul style="list-style-type: none"> ➤ You will pass a 50-item multiple choice test with a score of at least 80%. |